Foreign Press Lords On U.S. Buying Binge

May 1987

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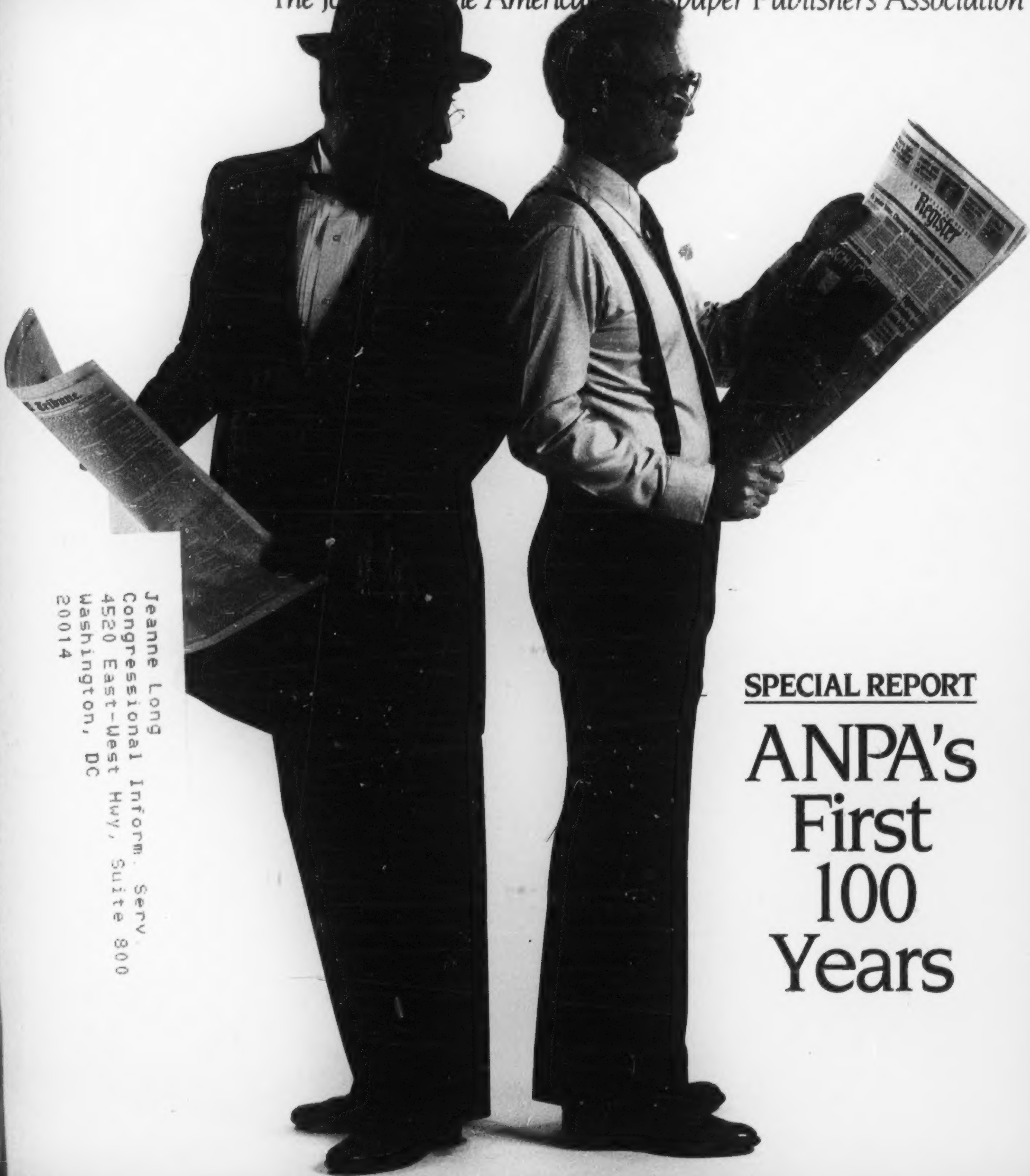

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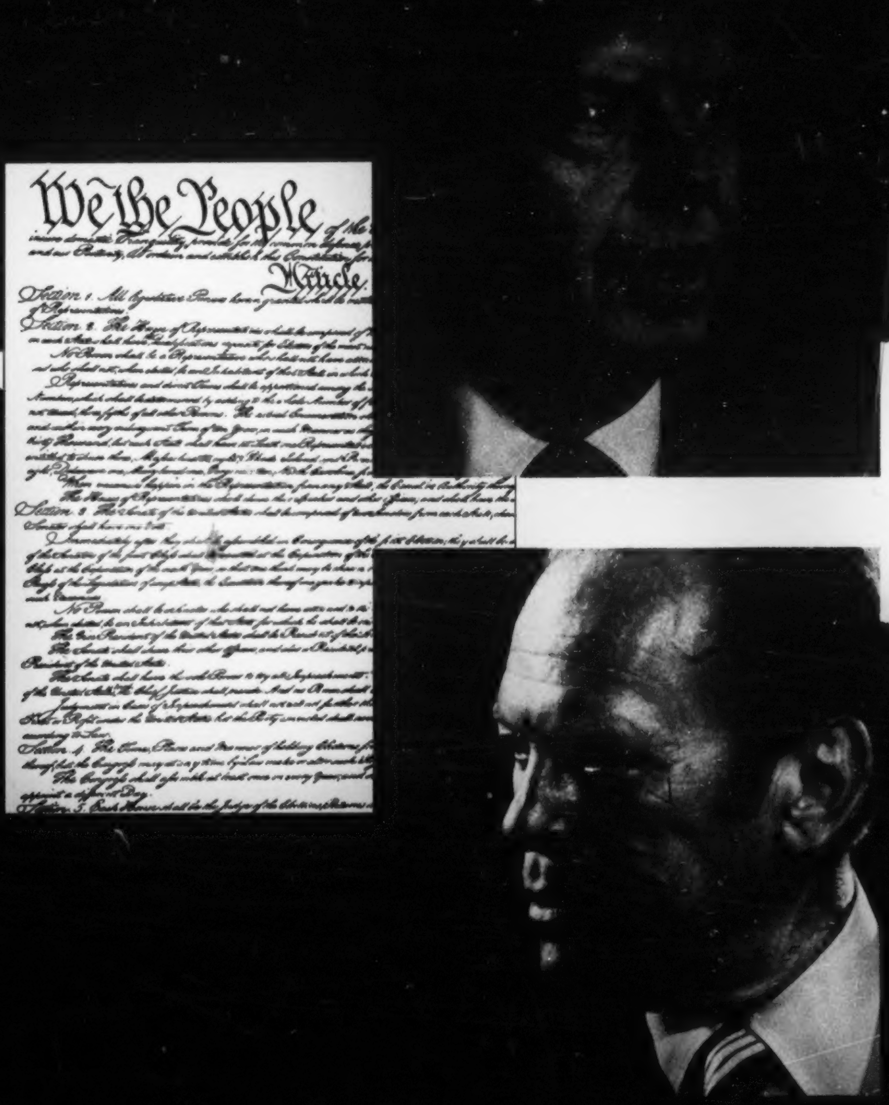

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1887 100 Years of Making Communications History 1987

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Special Report *Happy 100th, ANPA! A look back at the life and times of the American Newspaper Publishers Association. It all began in 1887 when 46 newspaper executives met at a Rochester, N.Y., hotel to form an organization devoted to the business concerns of daily newspapers. Since then, the Association has tangled with the government over issues as diverse as newsprint tariffs and wartime censorship, jousted with newspaper unions, confronted new competitors and otherwise become a force fighting effectively for the interests of North American newspapers.* **28**

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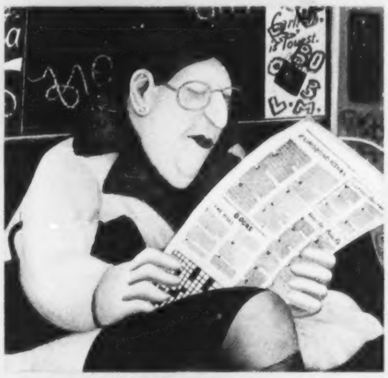

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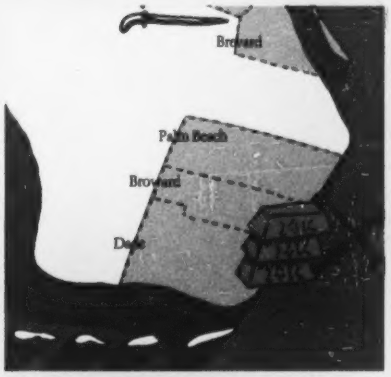
(Cover photo by M.C. Valada.)



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CHAIRMAN'S CORNER

A busy year of going in the right directions

This, my last column in this space, prompts me to look back at what we set out together to do during ANPA's past year. The reason I haven't looked back before now, really, is that we who have had the opportunity to head your Association the last 12 months have just been too busy going from one task and activity to another! And, I feel pretty confident, now, that we have been going in the right directions.

A year ago I asked you to share views with me and to let me know, particularly, "anytime you see us straying off the course you think best for us all." Well, you are not bashful folks; you did speak up to me scores of times as we met at ANPA and other newspaper business events. Your constructive suggestions and occasional candid gripes helped your Association's elected leadership target the things you knew were most important to us all.

We agreed to continue priority attention on technical developments, and we did. We worked on electronics and flexo and ink; we helped our individual newspapers achieve better printing quality, both color and black-and-white; we supported AD/SAT and the Future of Advertising Project; and we find ourselves now confidently anticipating even newer technologies like erasable laser-discs and ion deposition printing!

I pledged a year ago special emphasis on distribution and circulation. Today our committee experts are hard at work on a publication that will give us lots of new ideas on how to "fine tune" our operations toward a "total system solution" to the ever-evolving challenges of getting our good editorial and advertising products to our readers.

Alvah H. Chapman Jr.

And, I wanted us during this past year to make special efforts to transfer the wisdom developed in ANPA meetings and projects out to you in the field faster and in a more consumable form. I'm particularly proud of the fine Convention and ANPA/TEC programs we have offered, of **presstime**'s excellence, and of the well-attended training programs, seminars and workshops by which "the word" was made available to you and your colleagues.

Betty and I could not have been more deeply honored than to have led your outstanding Board of Directors. Let us say simply, "Thank you." And please join me in letting your new Officers and Directors know that they have our support and that we eagerly await their vital leadership "to advance the cause of a free press."

Alvah Chapman

Alvah H. Chapman Jr.
ANPA Chairman and President

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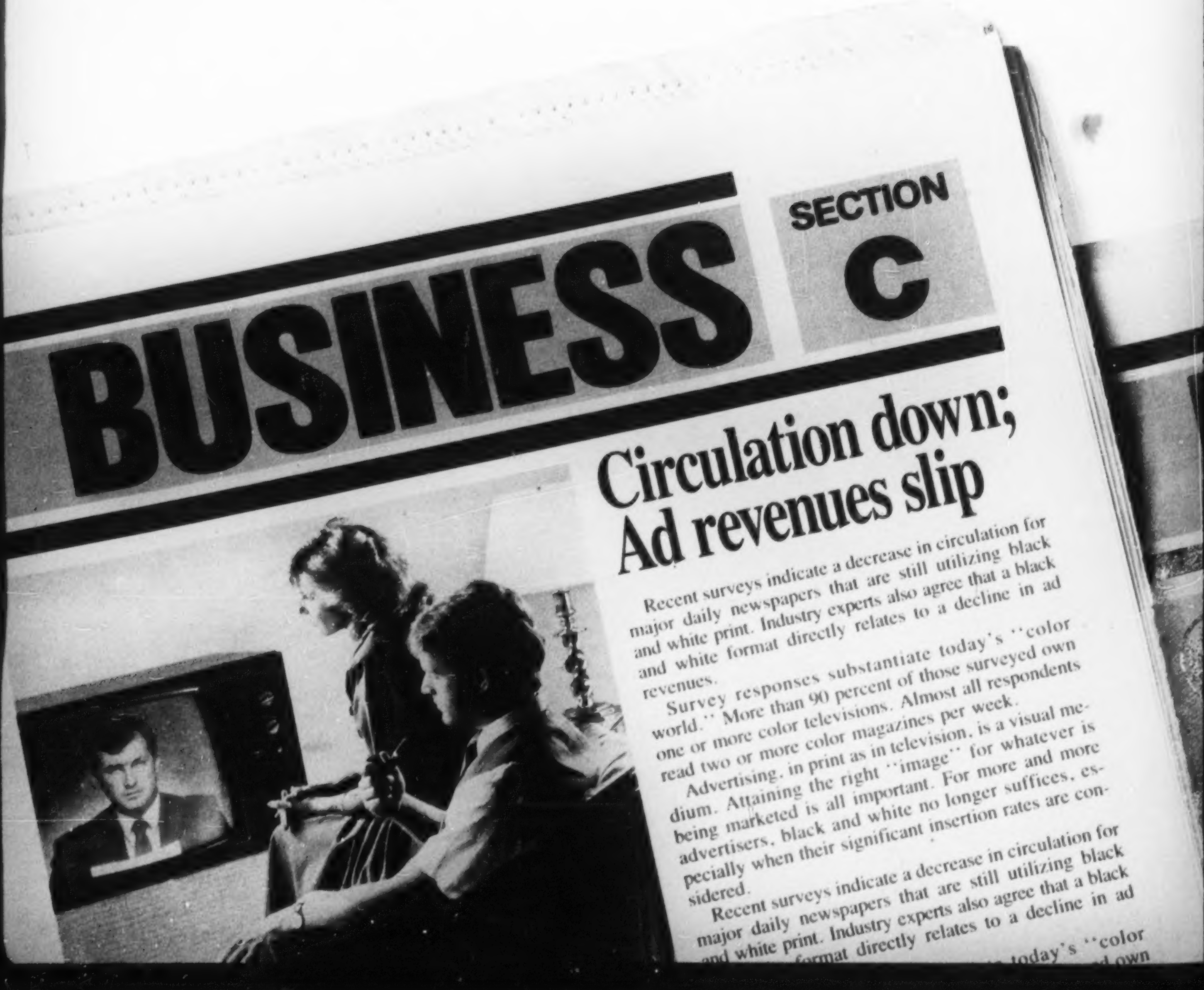

BUSINESS

SECTION C

Circulation down; Ad revenues slip

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black and white format directly relates to a decline in ad revenues.

Survey responses substantiate today's "color world." More than 90 percent of those surveyed own one or more color televisions. Almost all respondents read two or more color magazines per week.

Advertising, in print as in television, is a visual medium. Attaining the right "image" for whatever is being marketed is all important. For more and more advertisers, black and white no longer suffices, especially when their significant insertion rates are considered.

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black and white format directly relates to a decline in ad

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Circulation up; Ad revenues rebound

The use of color is paying big dividends for newspaper publishers across the nation.

Recent industry surveys indicate a marked rise in readership and advertising revenues in major daily newspapers that have switched from black and white to color.

The use of new color technology has served a two-fold purpose; heightening reader interest through a more visually appealing format and reducing the time gap between news deadline and press time. Now, even the video camera can replace the traditional still photo camera in the field.

The move to color also results in significant cost savings. Although situations vary, the return on investment is quite favorable, with the new equipment paying for itself in three years, on average.

The use of color is paying big dividends for news-

publishers across the nation.

surveys indicate a marked rise in

venues in major daily

and white

World Media Moguls

Some foreign 'press lords' are buying U.S. newspapers, but their main interests tend to be elsewhere in the media marketplace

BY MARY A. ANDERSON
presstime staff writer

At least 150 U.S. newspapers, more than ever before, are owned by foreign companies. However, foreign acquisitions have not accelerated at the alarming pace predicted by some newspaper analysts in the early 1980s.

Late last year, Hollinger Inc., a public holding company headed by Toronto businessman Conrad Black, bought 23 small dailies in the United States, with a combined paid circulation of less than 100,000 among them. In terms of circulation, that splash in the year-end acquisition pool caused barely a ripple compared to the rush of U.S. newspaper groups to increase their newspaper holdings—and to pay steep prices to do it.

Some observers say they are far more concerned about the ever-increasing holdings of U.S. media conglomerates than about the occasional dabbling in the U.S. media marketplace by foreign interests.

Still, when someone crosses the border to shop for newspapers or other media properties, people take notice.

Tycoons from Canada, Great Britain, Australia and Mexico are eyeing and buying U.S. media properties as one important part of their global communications empires. Currently, though, U.S. newspapers are not figuring heavily in their expansion plans.

Exceptions are Black's newspaper purchases last year and those of fellow Canadian Kenneth R. Thomson, whose publicly traded company since 1960 has steadily accumulated 106 small to mid-size U.S. newspapers, all but four of them dailies.

Included in that total are the Charleston (W.Va.) Daily Mail and three other newspapers currently owned by Clay Communications Investors, which Thomson agreed in mid-April to purchase for an undisclosed sum.

"The only consistent buyer (of U.S. newspapers) is Thomson, which is so large now it's fully competitive" with U.S. newspaper groups on the acquisition front, says Christopher J.H.M. Shaw, co-managing director of Henry Ansbacher Inc., an investment banking firm formed three years ago by the British corporation of Henry Ansbacher Holdings PLC. "Hollinger is a special case, because its papers are too small to be of interest to anyone (else)."

Shaw says his firm has been involved in nearly all foreign acquisitions of U.S. media.

For the moment, at least, the other foreign press conglomerates are showing a decided preference for magazines, scientific and business publications, databases, television, and motion pictures.

One is shedding some of its newspaper holdings in order to hang on to television stations. News Corp. Ltd. of Sydney, Australia, a publicly held company that is controlled by Australia-born (and as of 1985, U.S. citizen) K. Rupert Murdoch, sold the Chicago Sun-Times last year to comply with federal rules barring ownership of a newspaper and a TV station in the same market.

Conrad Black

His Toronto company bought 23 small dailies in the United States late last year.

For compliance reasons, Murdoch also plans to sell the New York Post and The Boston Herald [**presstime**, Sept. 1986, p. 66].

Other items high on the media moguls' shopping lists include services to newspapers. Two notable such purchases last year were United Press International by Mexican Mario Vázquez-Raña (see story, p. 14) and the AD/SAT advertising-via-satellite service by Briton Robert Maxwell [**presstime**, April 1987, p. 52].

OUTPRICED. "What you're finding is the foreign money is going into magazines (and other media properties) because (U.S.) newspapers are just so damned expensive," says Geoffrey Edwards, publisher of The Journal Newspapers in Springfield, Va.

In the 1970s, Edwards worked in England for the Liverpool Daily Post and Echo Ltd. and had been scouting for U.S. newspapers. The Liverpool group bought nine Pittsburgh area weeklies in 1978 that Edwards had spotted; in 1980, it bought The Daily Calumet in Chicago and three Illinois weeklies. But the search stopped there.

Unlike American newspapers, which in most cases offer safe profits with their local monopolies, the majority of British dailies are national products, scrapping among themselves for circulation in densely populated, relatively compact Great Britain.

Consequently, prices paid to acquire non-competitive American newspapers may range from 10 to 50 times annual earnings. By contrast, a British paper up for acquisition can be had for one to eight times earnings, says Martin Singerman, president and chief executive officer of News America Publishing Inc., a subsidiary of Murdoch's News Corp.

The prices American corporations are prepared to pay for U.S. newspapers keep most foreign buyers from breaking in.

"We're not counting ourselves out of the newspaper business in this country," Singerman said. "The opportunities are quite limited, but you never know. The largest and mid-sized cities are pretty well controlled by the major newspaper groups in this country."

From 1974 through 1986, foreign buyers acquired or invested in 81 English-language general interest newspapers, according to the U.S. Commerce Department's annual reports on "Foreign Investment in the United States," supplemented by data compiled by **presstime**.

Of those, 24 were bought by Thomson, and 23 by Hollinger Inc. The Liverpool group's acquisitions accounted for 13 other small papers.

Six of the 81 were in major cities: the New York City, Boston and Chicago papers bought by Murdoch; the start-up of the now-defunct Philadelphia Journal by Quebecor Inc. President Pierre Peladeau of Canada; The Houston Post, by the Toronto Sun Publishing Co.; and The Washington Times and The New York City Tribune, conceived by the Rev. Sun Myung Moon of Korea, head of the Unification Church, and owned by News World Communications Inc.

While newspaper purchases by foreigners have dropped off, magazines and book publishing houses remain popular, says J. Kendrick Noble, a newspaper analyst at PaineWebber Inc.

Not only are magazines and other specialized publications more plentiful and more affordable than newspapers, but "English-language products (such as books and magazines) can be marketed worldwide, unlike those in Dutch, German or other languages," Noble says. He points out that English is the most common second language and the language of international business.

Also, American magazines and books, particularly business and scientific journals, long have been sold internationally, notes James T. Sullivan, executive vice-chairman of British Printing and Communications Corp. That publicly held company, which owns the Daily Mirror group of newspapers in London and other properties, is a subsidiary of Maxwell's privately owned Pergamon Press Group.

AIMING FOR THE TOP. Since last year, Maxwell has been aggressively bidding for American properties, targeting databases, book and magazine publishers, and printing plants. Besides AD/SAT, he spent almost $275 million last year to acquire two commercial printing firms, Providence Gravure from The Providence Journal Co. and the Webb Co. of St. Paul.

In mid-April, Maxwell agreed to acquire the assets of Diversified Printing Corp., a subsidiary of Parade Publications Inc., for an undisclosed price. The assets include Diversified's long-term $1 billion contract to print Parade magazine, which now distributes 31.7 million copies through about 300 newspapers [**presstime**, April 1987, p. 73]. Diversified Printing also prints the other nationally distributed Sunday newspaper magazine, USA Weekend, and several newspapers' individual Sunday magazines.

Kenneth R. Thomson

The Canadian's U.S. branch owns 102 dailies, more than any other company.

The purchase of Diversified gives Maxwell 12 production locations in the United States, providing more than $500 million in annual revenues to BPCC.

Providence Gravure, Webb and Diversified Printing are among the nation's largest printers of consumer and commercial publications. In addition to Sunday magazines, they print advertising inserts for newspapers.

Sullivan says Maxwell would love to buy American newspapers, if it weren't so hard to outbid U.S. companies that want the same properties.

"In terms of whether you can make a good business out of it, that play is already going on. Between Knight-Ridder, Gannett and others, you're up against some awfully stiff odds," he says.

But Maxwell boasts of his plans to develop the world's largest information and communications company, and he is fond of drawing an analogy to the oil business when speaking to American audiences. He believes that just as the world energy market came to be dominated by about 10 large players, so will the market for the modern world's most important commodity: information.

"I put myself forward as a candidate for one of the 10 places," he told attendees at PaineWebber Inc.'s conference on The Outlook for the Media last December in New York.

While Maxwell has television and cable interests in Europe, he has not pursued broadcast property in the United States, unlike Murdoch, who has invested—and borrowed—heavily to support his vision of a fourth network, Fox Broadcasting Co., launched a year ago.

Rather, Maxwell is staking his American claim both in traditional print areas and in what he calls "electronic database publication"—disseminating data via computer.

"I am predicting a continued fall in the dollars spent on television advertising with a substantial rise in print-oriented advertising," Maxwell told the PaineWebber group.

Who and What Is a 'Press Lord'?

Several foreign newspaper tycoons still adhere to the tradition of the "press lord," a term literally derived from a long line of press moguls within the Commonwealth of Nations on whom the British monarchy has bestowed lordships and knighthoods.

"It's a supreme public accolade, if you have done substantial things, and the media industry is a very high-profile industry," says Brian P. Knox-Peebles, group marketing director of London-based United Newspapers, which is headed by Lord David Stevens.

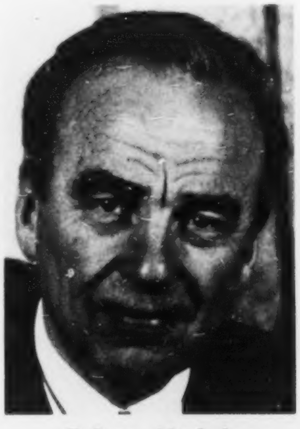
Kenneth R. Thomson inherited the title Lord Thomson of Fleet from his father, Roy H. Thomson, founder of Thomson Newspapers Ltd.

But two who have invested in the U.S. media market have declined the title.

Robert Maxwell won a defamation lawsuit last year against the British magazine Private Eye, which had accused Maxwell of trying to buy favor with a Labor Party leader to obtain a lordship. Maxwell, who had served in Parliament seven years in the Labor Party, won his case after testifying that he has twice refused overtures to offer him the peerage.

K. Rupert Murdoch has been offered a knighthood several times but refused it—unlike his father, Sir Keith Murdoch.

The image of the "press lord" carries a negative connotation to Murdoch, according to Martin Singerman of Murdoch's News America Publishing Inc. "A lord is somebody who runs the manor from above and isn't interested in tilling the land. That's not the way he works," Singerman says of Murdoch's hands-on style.



K. Rupert Murdoch

Now a U.S. citizen, he is selling some big-city U.S. dailies to retain TV stations.

In that address, he referred to Murdoch as "a well-known competitor of mine" in the world's media marketplace. Murdoch "clearly is a successful and serious player," he said. "The difference between his approach and mine—and they may both succeed or may both fail—is that his candidature is backed by a massive amount of debt."

THE PLAYERS. Maxwell, 63, built his debt-free empire from scratch, with a life story that could put any of Horatio Alger's characters to shame. Born Jan Ludwig Hoch, the son of a Czech peasant, he had three years of schooling before fleeing the Nazis, being captured, then escaping.

As a penniless teenager, he joined the British Army in Europe and changed his name. At 22, he was awarded the Military Cross for bravery during World War II. Self-educated, he speaks eight languages, according to several of his company representatives. He began Pergamon Press in 1951 to print technical and scientific journals. An avowed socialist who nonetheless has mastered capitalism and union-busting, he served as a member of Parliament in the Labor Party for seven years during the 1960s.

In 1984, he bought the Mirror Group, publisher of the Daily Mirror, Daily Record, Sunday Mail, Sunday Mirror and several magazines in England and Scotland. It is Britain's largest newspaper group [**presstime**, Dec. 1986, p. 18].

Here are thumbnail sketches of other key players in the U.S. and global media sweepstakes:

- Murdoch, 56, is the son of Sir Keith Murdoch, who as editor of the Melbourne Herald expanded into specialized magazines, radio and the newsprint industry in Australia.

Learning the newspaper business under his father's tutelage, Murdoch assumed what was left of the family enterprise after payment of inheritance taxes. Today, Murdoch controls about half of Australia's newspaper circulation, after spending $1.5 billion to win the recent bidding war for the Melbourne-based Herald & Weekly Times Ltd.

In London, Murdoch's News Corp. publishes four national newspapers: the News of the World, the Sun, The Times and The Sunday Times. In the United States, Murdoch's company publishes the dailies in New York and Boston plus the San Antonio Express-News, the supermarket tabloid Star, assorted business publications and five magazines—New York, New Woman, the U.S. version of Elle, European Travel & Life, and Automobile.

On March 30, he agreed to pay about $300 million for Harper & Row Publishers Inc., adding to his holdings in book publishing that include: Salem House Ltd., Boston; Times Books, London; William Collins & Sons, Glasgow, Scotland; and Bay Books, Sydney.

He switched from Australian to U.S. citizenship in 1985, which made it possible for him to buy seven television stations in large markets from Metromedia Inc. (The Federal Communications Commission limits a non-U.S. citizen's direct control of a television station to 25 percent of capital stock and indirect control through a corporation to 20 percent).

Murdoch also acquired Twentieth Century-Fox Film Corp.

- Thomson, 63, is the son of Roy H. Thomson, founder of Thomson Newspapers Ltd. of Toronto.

With 102 U.S. daily newspapers in or about to be in its fold, Thomson Newspapers Inc. of Des Plaines, Ill., owns more daily newspapers in the United States and Canada than any other company, but most are of modest size [**presstime**, Nov. 1985, p. 6].

Thomson shrinks from publicity as much as Maxwell welcomes it.

The thrust of the company's acquisition program moved from Canada to the United States in 1959, and executives of the U.S. subsidiary, Thomson Newspapers Inc., consider it to be "a very American company with Canadian ownership," says Brian W. Slaight, executive vice president.

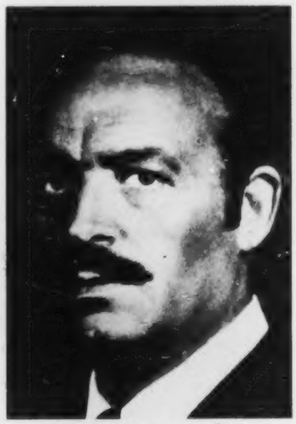
Thomson Newspapers' sister company, International Thomson Organisation, focuses its U.S. interests on broader communications properties, such as information services and business publications, including the daily financial newspaper American Banker.

- Black, 42, a former mogul in farm machinery, grocery stores, mining and petroleum, formed Hollinger Inc. in 1985.

An article last January in Thomson's own The Globe and Mail of Toronto called Black "a sort of modest man's Kenneth Thomson." His current holdings include the small newspapers he has purchased in the United States and Canada and a 58-percent interest in The Daily Telegraph of London, with an option to buy more shares.

Hollinger's acquisition of newspapers represents a return to Black's roots. As a university student more than 20 years ago, he and two other students started the Sterling Newspapers Ltd. in Canada, which now has 13 papers under the Hollinger umbrella.

- Lord David Stevens, 50, chairman and president of United Newspapers, publishes several newspapers in London, including the Daily Express, the Sunday Express and the Star. He has expanding interests in the United States through Gralla Publications in New York and Miller Freeman Publications Inc. in San Francisco, which publish business periodicals. Gralla has just launched



Mario Vázquez-Raña

After building Mexico's largest newspaper group, he spent $40 million last year to buy the financially ailing United Press International wire service.

Robert Maxwell

A Briton, he plans to develop the world's largest communications company with purchases like AD/SAT and the commercial printers Providence Gravure and Diversified Printing.

Real Estate Times, its first biweekly newspaper in the United States.

- Vere Harold Esmond Harmsworth, 61, better known as Lord Rothermere, inherited the title from his father, British media mogul Harold Harmsworth. His uncle, Lord Northcliffe (Alfred Harmsworth), was a Fleet Street legend, who created some of Britain's popular national newspapers.

Rothermere is chairman of the Associated Newspapers Group Ltd., which publishes several national newspapers in London: the Daily Mail, Mail on Sunday and The London Evening Standard. He recently revived The Evening News as a second afternoon competitor to The London Daily News, launched in February by Maxwell.

American media properties owned by Rothermere are The American Lawyer, a monthly, and Whittle Communications in Knoxville, Tenn., which publishes travel and entertainment magazines.

- Vázquez-Raña, 54, purchased ailing UPI last year for $40 million after building the 62-paper El Sol group, Mexico's largest. He has just agreed to buy eight more Mexican newspapers.

Vázquez-Raña is the son of a Spanish artisan who emigrated to the United States, then Mexico, where he founded a furniture business. Vázquez-Raña took the reins when he was only 17 years old, making the Hermanos Vázquez furniture store chain one of the most profitable businesses in Mexico before selling out to his brothers in 1984.

He bought the El Sol group from the Mexican government in 1976 for $12.8 million, assuming $84 million in debts and eliminating that debt within one year.

In addition, he is board chairman of Mexico Radio S.A. and of two Mexican television stations.

Vázquez-Raña's acquisition of UPI and the occasional acquisitions by Canadians and others have sporadically renewed concerns among U.S. newspaper executives about foreign ownership.

Opinions vary, according to the differing views of the marketplace.

"I think you have that natural apprehension," says James D. Squires, executive vice president and editor of the Chicago Tribune. "But the fact is that the real strength of our system is that anyone can own a newspaper who can get one going."

"Americans will go right to the quality," Squires says. "If (foreign owners) put out better newspapers than Americans, then we deserve it."

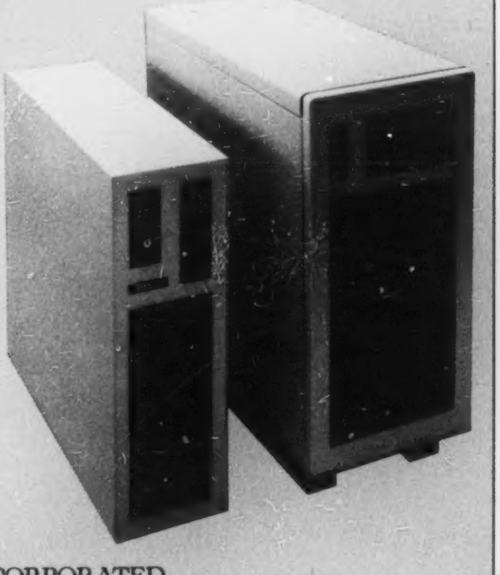
He adds, "I don't spend a minute worrying about Rupert Murdoch or Lord Thomson. I don't think they're going to be able to outbid the Al Neuharths and Billy (William Dean) Singletons."

The growth of media companies such as Neuharth's Gannett and Singleton's MediaNews Group is precisely what worries K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass.

"All the arguments over quality are short-term red herrings," he says. "The issue has to do with the diversity of opinion."

"My paranoia is not whether the foreigners are coming. It's just simple concentration of ownership," says Low, whose paper is one of a dwindling number of independent American newspapers.

"I'm more comfortable about having Vázquez-Raña owning (UPI) than about Gannett or Knight-Ridder owning it." ☐



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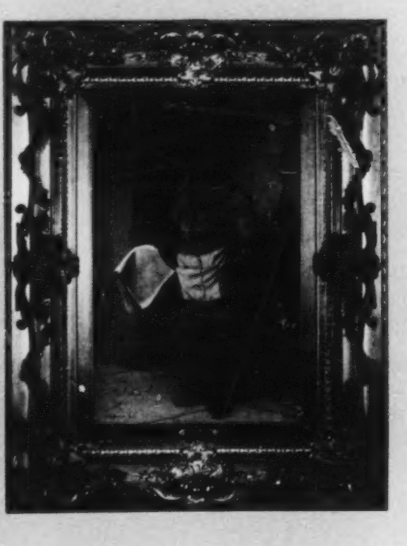
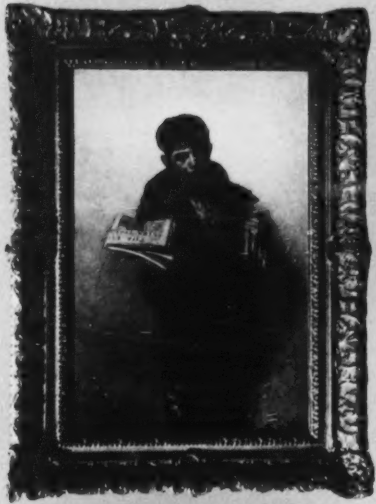
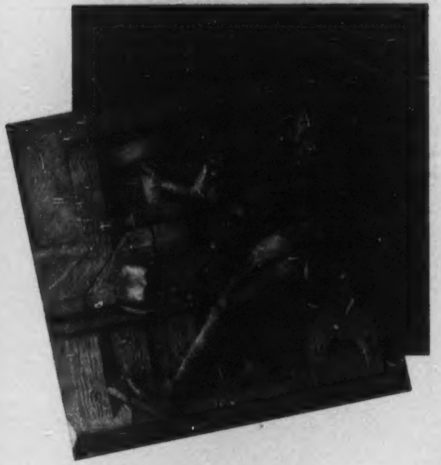
ART ART & more ART

"Just Out" (below) and "Morning Papers," (right) both by the late J.G. Brown, are part of the collection of the James S. Copley Library, San Diego. They are displayed at Copley Newspapers corporate headquarters in La Jolla, Calif.

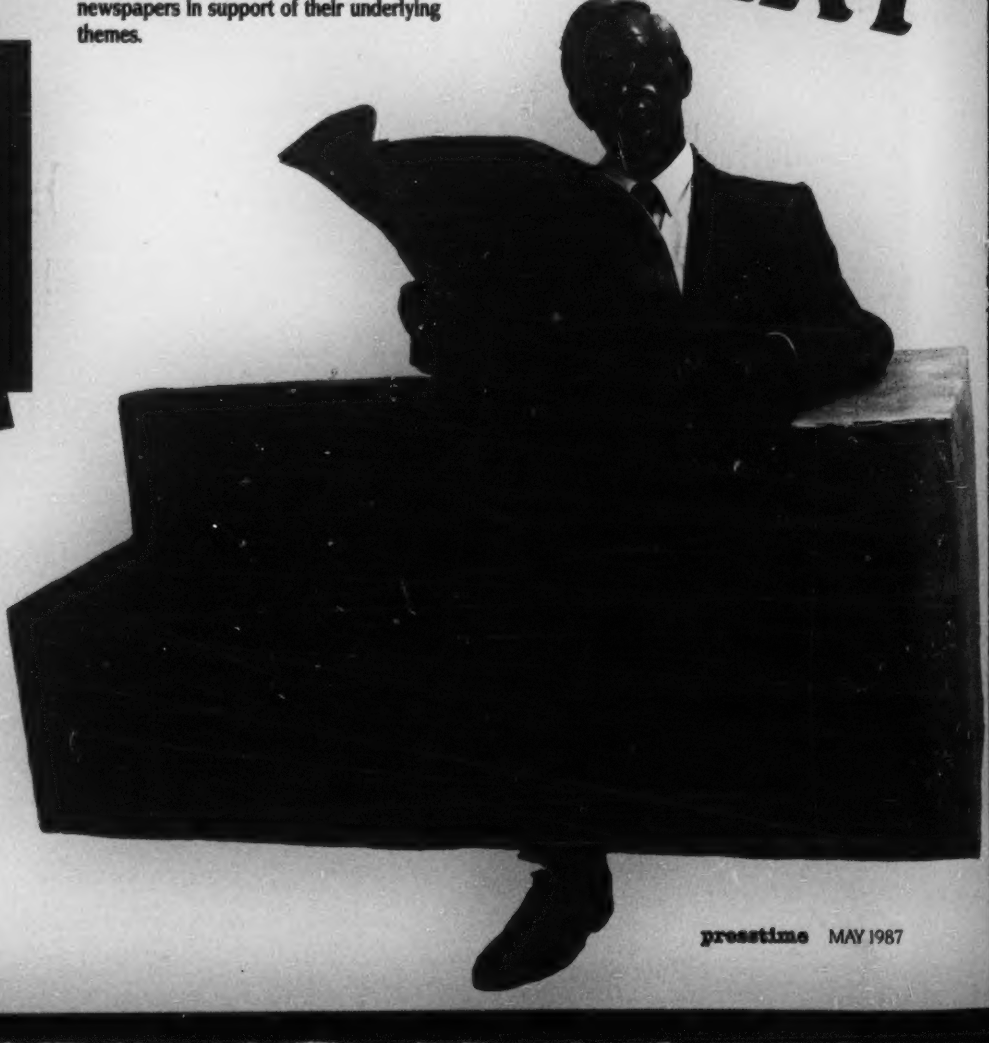




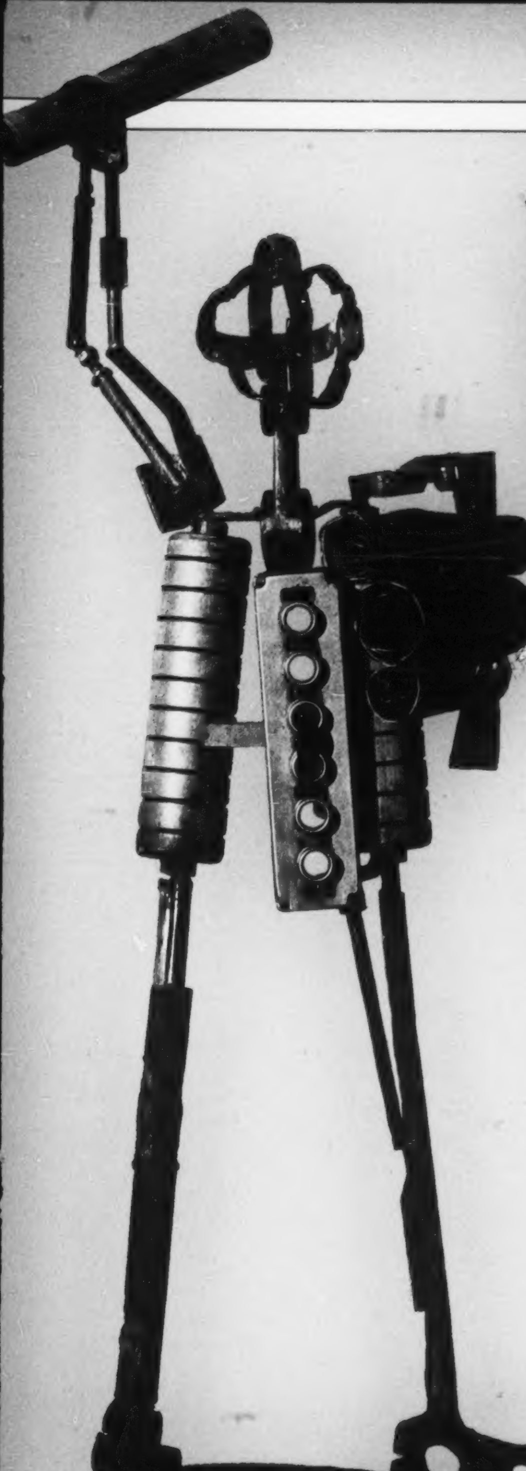
Newspapers and newspaper-related scenes through the years have served as inspirational subject matter for many painters and sculptors. These are just a few of the many works—some popular and some not as well-known—that have used newspapers in support of their underlying themes.



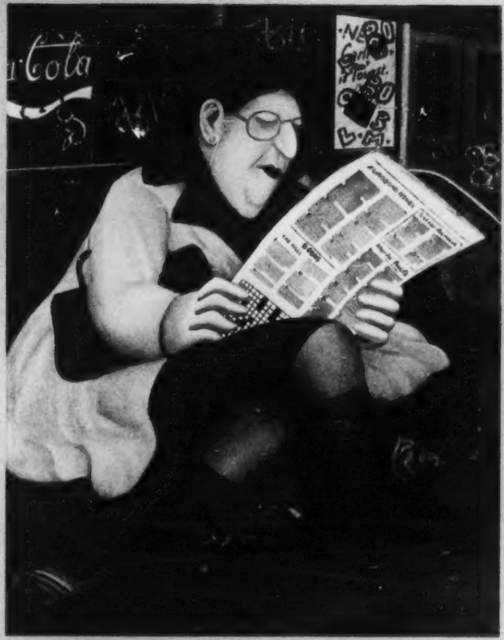
A 1,500-pound terra cotta plaque (above) hangs in the lobby of The Sacramento Bee. It was cast in 1901 by a San Francisco firm commissioned by the Bee's owners at the time, C.K. McClatchy and his brother, Valentine McClatchy.



The bronze sculpture "Waiting" (right) by J. Seward Johnson Jr. of Princeton, N.J., is owned by the Colorado state Public Employees Retirement Association and is located in the lobby of Penn Center Building in Denver. The work features The Denver Post nameplate and a story about the sculpture and PERA by Post writer Max Price.



The oil painting "Newspaper Boy" (left) was done in 1869 by Edward Mitchell Bannister, a 19th-century black American artist. The work is displayed in the National Museum of American Art, Washington, D.C.



British painter Beryl Cook found the New York subway a good setting for "Reading the Newspaper" (right), a 1985 work that is one of a series of paintings contained in the book *Beryl Cook's New York*. The piece is owned by a private collector in London.

One of the most famous of all newsboy statues is in Newsboy Park, Great Barrington, Mass. (left). Col. William Lee Brown, part owner and editor of the New York Daily News, donated the bronze sculpture to Great Barrington in 1895. Brown is buried near the monument, which is 14 feet high including pedestal.

One of the most unusual statues of a newsboy (above), made from parts of hot-metal presses and Linotype machines, is owned by the Anniston (Ala.) Star and is on display in its lobby. The work was created in 1970 by Mark Lane, former director of the Anniston Museum of Natural History.

An Insider's Prescription For Curing UPI's Ills

BY MILTON R. BENJAMIN

(Editor's note: After about a year as a consultant to United Press International owner Mario Vásquez-Raña and five months as president and chief operating officer of the troubled wire service, Benjamin quit April 1 after disagreements with Vásquez Raña over the path UPI should follow to regain viability. Benjamin has returned to his Washington, D.C., consulting firm, Anderson, Benjamin, Read & Haney, which no longer is advising the UPI owner. Benjamin was asked by **presstime** *to describe what he thinks UPI must do in order to survive.)*

In early January, the CBS News program "Sunday Morning" took a nostalgic look at UPI and its struggle to survive. Walter Cronkite, a war correspondent for the old United Press in his pre-CBS days, opined that "it's the breaking news story that is important—the ability to check one service against another. . . . I think this is a very important service in keeping newspapers accurate. . . ." Added CBS correspondent Charles Kuralt: "For journalists, UPI plus AP stands for a system with built-in checks and balances. . . ."

Well, sorry friends. The American newspaper industry has done its own new math on that equation and come up with a different answer. If the desirability of across-the-board competition with the Associated Press is to be the raison d'être for UPI's survival, the battle is over.

That is not to suggest no role remains for a new UPI. A UPI for the 21st century—with more experienced foreign correspondents, extending a U.S. journalistic presence to more world capitals than any newspaper or group can aspire to staff on its own—could well be of greater value than ever. Aren't the second and third tier of international capitals, after all, precisely where editors would welcome an earlier on-the-ground American reportorial presence when news breaks? Even in capitals where the AP is also present, aren't sensitive international political and economic stories exactly where editors most want a second (and preferably a third) version of the news.

Milton R. Benjamin

An equally important role could be staked out by a new UPI at home. Again, it lies in coverage of government—in Washington, of course, but even more usefully in the 50 state capitals. Beyond the indisputable need for more consistent and comprehensive coverage of executive branch agencies, the real opportunity lies in providing readers with a better view of how local political and economic challenges are being dealt with around the country. Which editor felt, as his state grappled with the liability insurance crisis last year, that he had an adequate perspective on how other jurisdictions were coping with the problem—or how his state's approach related to actions at the federal level?

But couldn't the AP do all these things if its members wanted this type of coverage? Of course. But if having a competitive reporting presence aggressively covering the news makes sense anywhere, most editors would vote to have a second set of journalistic antennae probing the nooks and crannies of local, state, federal and foreign governments.

The new UPI could be the extremely competitive source of this "high-value" information—and at a considerably lower cost to newspapers than what most subscribers pay for America's second wire service today! My guess, based on discussions with editors and publishers of small as well as large newspapers over the past six months, is that many would be buyers of this type of "premium" top-end news service—including many who do not currently subscribe.

The new UPI *could be the extremely competitive source of 'high-value' information.*

UPI's problem with its present positioning in the market, however, is that newspapers are being asked to write checks for an amount that comes all-too-close to their AP assessment for something editors want but for which publishers aren't willing to pay: competition in covering nuts-and-bolts stories.

INFRASTRUCTURE BURDEN. The reality of the 1980s is that U.S. newspaper publishers, large and small alike, no longer are willing to pay the freight for more than one news service of record to chronicle every two-alarm fire and fatal auto accident that occurs each day across America. And maybe that's not so bad. In an era where few newspapers directly compete and many are targeting their own resources on increasing the quality of stories rather than the quantity, one news agency giving a daily carpet sweeping to America, picking up every piece of lint on the landscape, may well be sufficient.

Most large newspapers—the papers that pay a disproportionate share of the cost of running a news service—largely don't run those limited-interest local stories anyway. And notwithstanding the loyal but mistaken belief of too many UPI salesmen that it is still possible to sell displacement, the small one-service newspapers that rely on the wire for those nuts-and-bolts local stories have largely gone AP to stay.

But if you are UPI, continuing to cover those locally-important-but-generally-of-little-national-value stories in all 50 states imposes infrastructure requirements that in aggregate leave you with an unsupportable cost structure. For starters, you wind up maintaining news bureaus in far more cities than makes any sense economically. In New York state, for example, the daily flow of major news obviously mandates strong bureaus in New York City and Albany. But how do you rationalize the cost of maintaining bureaus in three other New York cities, while trying not to explode at the pressure to open one in Poughkeepsie?

Multiply that times 50 and you quickly come up with an imposing number. Then factor in the need to staff a significant number of these bureaus from dawn to midnight to make regular "check" calls and to take phoned-in stories from stringers. (Don't think electronic carbons are the solution to this problem; someone still has to read and process the stories received this way.) Now you are up to a pretty substantial force of reporters and editors just to support UPI's infrastructure.

Even worse, most UPI newspeople today rarely leave the bureau to actually perform the kind of "premium" reporting that editors would buy as an add-on to what they get from the AP. Don't get the idea UPI staffers are anything but the hardest working reporters and editors in America. UPI staffers are always hustling. But what keeps them occupied? Grinding out rewrites of local stories, packages of briefs, and updated headlines for rip-and-read radio stations.

That, ultimately, is the killer. No radio station is too small, its location too remote, its management too disinterested in news, for UPI's sales staff. In the competitive frenzy to keep potential clients—any clients—from falling into the clutches of the AP, they are encouraged to sign up every available pennies-a-week radio customer, ignoring the fact that each nickel of revenue adds dollars in costs to UPI's infrastructure burden.

Unfortunately, and I say this with sorrow because radio stations for years formed the loyalist core of the UPI client base, my new UPI would get out of the low-end radio market. Leave the rip-and-readers to the tender mercies of the Associated Press. Major market radio and television stations are another matter entirely. Their news interests and requirements are similar to those of newspapers. UPI serves this high-end broadcast market today better than the AP, and it clearly makes sense to continue to do so.

NEW DIRECTIONS. But doesn't this strategy imply a very different UPI—a new UPI more focused on government and economics coverage? Of course. The new UPI's reporters still will be eager to cover major breaking stories. (Ever seen a reporter who wasn't?) But the difference is the new UPI may not—probably will not—move the first bulletin on a major train-wreck in Oklahoma, though its coverage ultimately may well be better than ever. And the new UPI will not beat the AP by six minutes on a double-fatal auto accident in North Dakota. It may not ever cover that story at all.

> *I am convinced the new UPI could produce and successfully market such a report.*

Doesn't this strategy also suggest a much smaller UPI? In terms of total editorial staff, absolutely. But the new UPI would evolve into a more-experienced, better-paid news service, with staffers in every state capital, selected economic centers, and about 50 major cities around the world. And notwithstanding the reduced body count, the new UPI would actually be doing far more original reporting than either today's larger UPI or the AP.

What about traditional UPI strengths such as sports and photos? Here, the future must be determined by the marketplace. As superior as these services may be, both are priced today in a manner not directly tied to the cost of production. If enough newspapers were willing to subscribe to these services at a price that would yield a profit, there would be no reason they shouldn't be part of the new UPI. If not, the marketplace would have spoken—and it ought to be heard. No future exists for UPI divorced from the realities of the marketplace.

Unless it can find a new role that forces newspapers to buy the service as an indispensable information resource—and not as an act of charity—on what basis can UPI succeed? Will publishers and editors long want to buy and print a privately owned, stand-alone news service kept alive for some motive other than return on investment? I doubt it.

But from months of conversations with editors and publishers across America, I am persuaded "high-value" coverage of government and economic news in all 50 states, Washington and around the world is an editorial product for which there is a demand. I am convinced the new UPI could produce and successfully market such a report at a price that would yield a profit.

But getting from here to there requires thinking about the new UPI in a new way—by publishers and editors, by UPI's editorial and sales staffs, and by its owners. Even then, success would hardly be guaranteed.

Nothing is more difficult than successfully repositioning a product in the marketplace. But absent such an effort, there simply is no hope of stanching the bleeding. And while American publishers and broadcasters owe Mario Vasquez-Rana a vote of thanks for the monthly transfusions that are keeping the patient alive, I see no chance for ever unhooking UPI from its present life-support system unless it steps up to the radical surgery that might yield a healthy future. ☐

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FLORIDA HOT SPOTS

Rapid growth in the Sunshine State has spawned intense competition among strong, high-quality dailies

BY TOM KELLY

Newspaper competition may be a nostalgic relic in much of America, but it is very much alive throughout the booming state of Florida.

Retirees and tourists who flee to Florida from the urban Northeast and Midwest expecting to find a tranquil landscape free of competitive pressures are in for some surprises when they begin shopping for a daily newspaper.

While Florida generally delivers on its promises of sunshine, fishing, golf, shuffleboard and slower rhythms of life, it also amazes and deli[illegible] new residents with perhaps the most heated journalistic competition to be found in the United States today.

And it's a competition with distinct differences from the street-corner hawkers and promotional giveaways of a bygone age. Florida's newspaper wars are being fought by some of the most powerful communications organizations in the land, possessing the most sophisticated and innovative news coverage and marketing strategies money can buy. The competition is exclusively for morning-newspaper readers and, happily for all concerned, it appears to be that rare kind of competition in which everybody wins, especially readers.

There already are millions of avid newspaper readers in Florida, and there are going to be a lot more by the turn of the century. Florida's population is approaching 12 million, and it is expected to be 15 million by the year 2000. The state's newspaper readers are already well-served because Florida's dailies—from Pensacola in the northwest to Key West in the southeast—are widely recognized for their excellence.

Kelly, current president of the Florida Society of Newspaper Editors, is former editor of the Palm Beach Post.

Florida customarily places two dailies—The Miami Herald and the St. Petersburg Times—on virtually everybody's list of the nation's top 10 newspapers. And there is a growing consensus that another Florida daily, The Orlando Sentinel, now deserves to be ranked among the top 10.

Ralph Lowenstein, dean of the School of Communciations at the University of Florida in Gainesville, finds the situation "very invigorating."

"I don't think there's a more competitive newspaper state in the union," Lowenstein says. "It's full-scale warfare 24 hours a day. People think of Florida as a vacation state, but it's much more than that. The state just passed Pennsylvania in population, and by the year 2000 Florida will be the third-largest state.

"And Florida is not only big, it's diverse and a growing economic giant. The state's image just doesn't comport with the reality."

Florida pretty much fit the sleepy Southern stereotype until the late 1960s when the major newspaper groups began awakening to the state's growth potential and moved to acquire Florida newspaper properties. Within two decades, Gannett Co., The New York Times Co., Scripps Howard, the Tribune Co. of Chicago, The Hearst Corp. and Morris Communications Corp. all moved into Florida to join established Knight Newspapers (now Knight-Ridder Inc.), Cox Enterprises Inc. and Media General Inc. Now virtually all the state's main dailies, with the notable exception of the independent St. Petersburg Times, are affiliated with national media groups. One of the last holdouts, the Naples Daily News (evening, circulation 24,858), went to Scripps Howard for $160 million recently.

The three major theaters of operations in Florida's newspaper wars are the "Gold Coast," the "Suncoast" and the "Space Coast," which just happen to be three of the most explosive growth areas in the nation. The Gold Coast consists of Dade (Miami), Broward (Fort Lauderdale-Hollywood) and Palm Beach (West Palm Beach-Boca Raton) counties. The Suncoast is the thriving Tampa Bay metropolitan area dominated by Hillsborough (Tampa) and Pinellas (St. Petersburg) counties. The Space Coast's main competitors are based in Orange (Orlando) and Brevard (Cocoa-Melbourne) counties.

Florida's newspaper wars are at different stages of belligerency on the three main fronts. The Gold Coast war has been raging in earnest for nearly five years and promises to continue indefinitely. The Suncoast offensive began only a few months ago, and the Space Coast conflict appears to have reached the cease-fire stage.

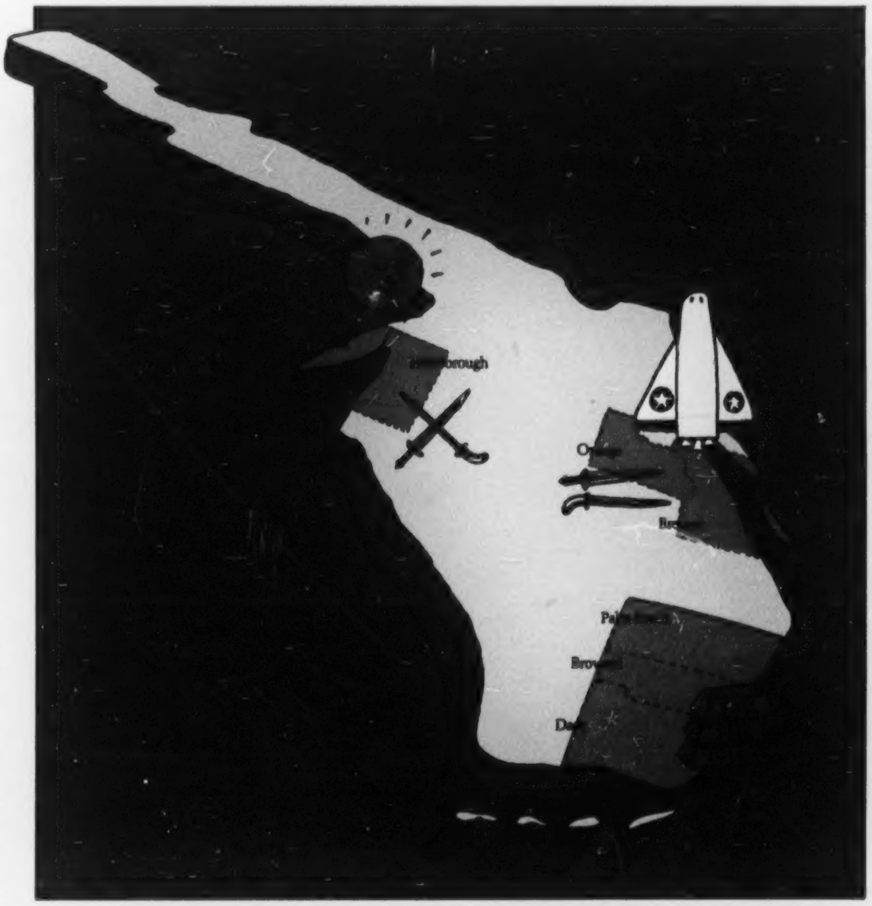
GOLD COAST. Major-group affiliation is a major element in the battle for readers on the Gold Coast, where Knight-Ridder (The Miami Herald and Boca Raton News), Tribune Co. (Fort Lauderdale News and Sun-Sentinel) and Cox (The Palm Beach Post and Evening Times) have been competing intensely in Florida's most populous region. Nearly 4 million people live in Dade, Broward and Palm Beach counties.

"We are all major players here, and nobody is going to go away," says Thomas P. O'Donnell, president and chief executive officer of Fort Lauderdale's News and Sun-Sentinel Co.

The Sun-Sentinel (morning, 137,176) is one of the fastest-growing dailies in the nation. Combined, the Fort Lauderdale papers attained an all-time seasonal circulation peak in March with totals of 270,000 daily and 335,000 Sunday.

While Fort Lauderdale's morning daily wages a two-front war—with The Miami Herald (407,296) and Scripps Howard's Hollywood Sun-Tattler (32,696) on its southern flank and with The Palm Beach Post (102,247) in the north—the Miami and West Palm Beach newspapers face different competitive pressures.

The Herald's problem is perhaps unique in American journalism. Published in a joint operating arrangement with Cox's The Miami News (evening, 55,684), the Herald is dominant in Dade County. However, because that traditional circulation base is acquiring a distinctly Hispanic accent with the



immigration of more than a million Cubans over the last quarter-century, the Herald must appeal to a variety of very different audiences who have strong ideas about what a newspaper should be.

Richard G. Capen, the Herald's chairman and publisher, bridles over recent national news stories that have examined the Herald's marketing challenge: "The real news in Miami is what The Miami Herald is doing more than any other newspaper in the United States to attract readers who are coming to our area from other countries.

"No other newspaper has tried to publish a Spanish edition, but our El Herald is 11 years old. We have Hispanics in our senior management, and two Hispanics sit on our editorial board. I've even learned to speak Spanish! We have a high level of consciousness toward the needs of our Hispanic readers, and this consciousness is infused into our daily thinking. We always ask, 'How can we make this story more relevant to our readers?'

"We haven't written off any readers, and we are not content to sit back and wait for the process of assimilation to work. We intend to accelerate the assimilation process through our newspaper."

Capen acknowledges that his competitive posture is different in Broward and Palm Beach counties, where the conflict is "more traditional."

The Herald launched greatly expanded Palm Beach and "Treasure Coast" (Stuart-Fort Pierce area) editions four years ago in an attempt to extend its influence into the high-growth areas 50 to 120 miles north of Miami. But the costly new news bureaus and heavy promotion resulted in only marginal circulation and advertising gains, and, since last year, the Herald has retrenched steadily in the outlying areas.

After the dust had settled on the Herald's northern offensive, its Palm Beach County circulation was little more than the 30,000 it claimed before the big push. And the Herald was struggling to maintain its 100,000-plus foothold in southern Broward County.

Capen is not willing to concede an inch in Broward, where he sees a vigorous competition with the Sun-Sentinel "for some time to come," but his view of the Herald's role in Palm Beach County is more limited: "To be a strong, respected, regional newspaper bringing to readers all that that implies."

O'Donnell thinks the Herald "is in kind of a slump. It's still trying to sort out its mission in Palm Beach. In Broward, it's a different newspaper in the southern half of the county, which it treats as an extension of Dade, and the north, which it covers much the way it covers Palm Beach County."

O'Donnell particularly covets Palm Beach County for its growth potential. His Sun-Sentinel is the dominant morning paper in the county's burgeoning southern cities of Boca Raton and Delray Beach, which are closer geographically and psychically to the Fort Lauderdale sphere of influence than they are to that of West Palm Beach.

"Palm Beach is an emerging county that is still 10 years away," O'Donnell says. "Nobody really has owned that turf, and we think that it's still up for grabs."

Tom Giuffrida, publisher of the Palm Beach Post and Evening Times, is determined that most of that unclaimed turf will belong to his newspapers, members of the Cox group since 1969.

The Post, which is the dominant Palm Beach County paper from Boynton Beach north to the Martin County line, also is experiencing strong growth, recently hitting 145,000 daily and 210,000 Sunday circulation—both all-time highs—during the traditionally prosperous winter tourist season.

Giuffrida, who came to Palm Beach from Cox' flagship Atlanta Newspapers in mid-1985, considers southeast Florida the most competitive newspaper environment in the nation outside of "three or four major cities such as New York, Chicago or Los Angeles."

"Only here," he says, "can you set three

The Gold Coast war has been raging in earnest for nearly five years. The Suncoast offensive began only a few months ago, and the Space Coast conflict appears to have reached the cease-fire stage.

newspapers on your desk each morning and see who did the better job. Three papers are trying to create 'the paper' for Palm Beach County. One of our competitors is nationally recognized in the top 10; the other is a rapidly emerging metro daily.

"The Miami Herald remains an excellent paper despite its current soul-searching. I always regard it as a serious competitor but less of a factor in Palm Beach County than the Sun-Sentinel. The Sentinel doesn't hide the fact that it wants to be Palm Beach County's newspaper, and it has been very successful in the south county."

Giuffrida has spearheaded Cox' major new commitment to Palm Beach by upgrading staff and salaries, increasing the Post's community profile with promotions and increased advertising, redesigning the newspaper and adding new content (including a daily Opinion section with six pages of editorial and op-ed material) aimed at the county's elderly-weighted readership. In January 1986, the news staffs of the morning Post and afternoon Times were combined, leading to speculation that the Times' days as a separate publication might be numbered.

"The major increases in our budget clearly needed to be done," Giuffrida says. "Cox is not just interested in this year, but in the long-term market here. Atlanta (Cox headquarters) has said to us, 'Let us know what you need and we'll give you the help.' "

SUNCOAST. While a tentative equilibrium exists between the three Gold Coast competitors, the St. Petersburg Times is intent on changing the long-time division of Suncoast readers between the leading newspapers on the opposite shores of Tampa Bay.

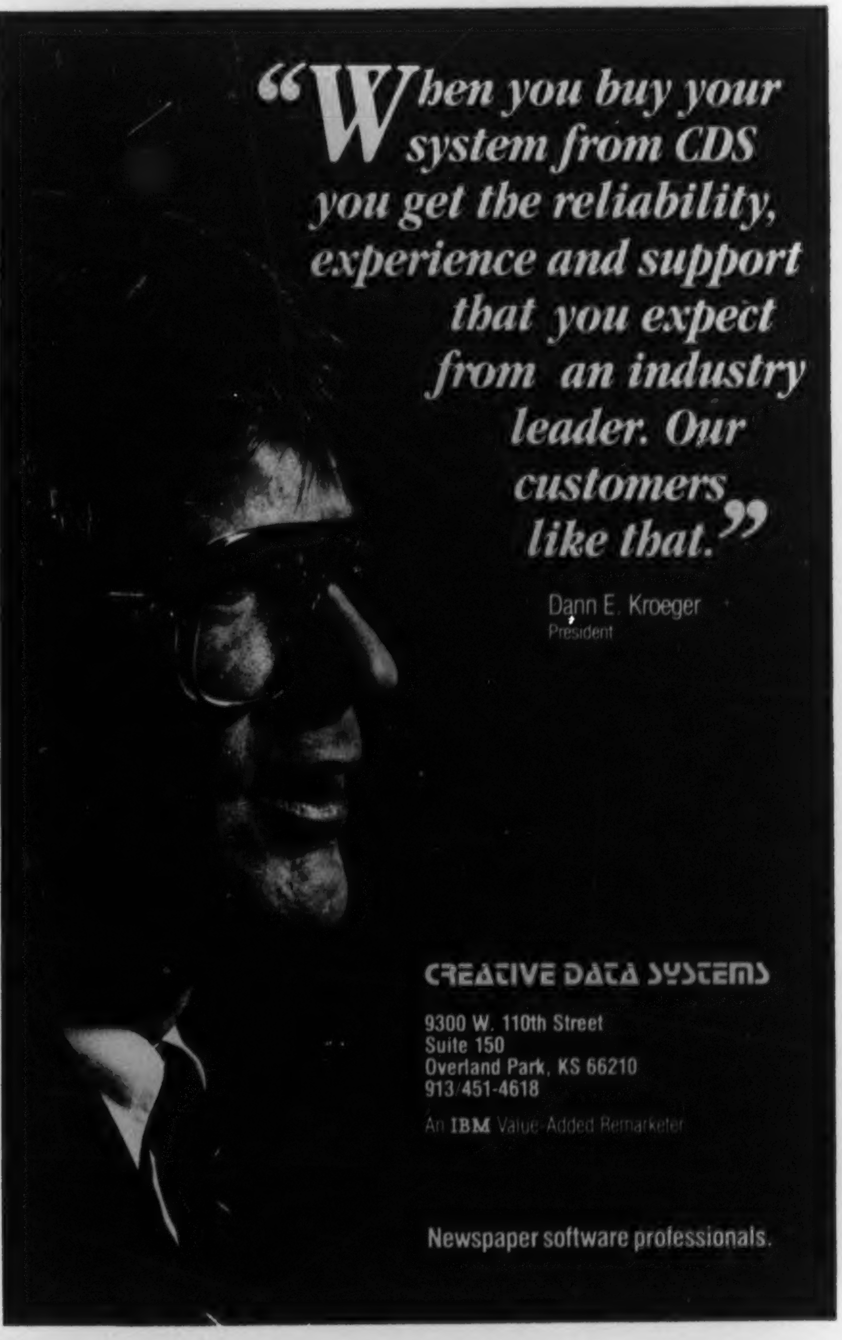
On Feb. 1, the Times, Florida's second-largest newspaper (morning, 302,403) opened fire on the neighboring Tampa Tribune (also an a.m. and fourth-largest at 207,671) by beginning an offensive aimed at cutting a swath through what is nominally Tribune circulation turf. The territory extends from northern Pinellas County across Hillsborough to the University of South Florida campus—an area of active growth being populated by the upscale families so coveted by advertisers.

University of Florida researchers predict that the population of Hillsborough and Pinellas counties will reach 1.1 million each by the year 2000. Currently, Hillsborough has 750,000 and Pinellas—also home of Hearst's Clearwater Sun (morning, 27,507)—has 850,000. Proportionate growth in neighboring counties such as Pasco, Citrus and Hernando is expected to be even more dramatic.

Eugene C. Patterson, chaiman of the Times Publishing Co. and a World War II officer under Gen. George Patton, characterizes his newspaper's push to the north and east as logical and inevitable.

"We're backed up in the Pinellas peninsula," Patterson says. "If we look west, we see fish. If we look east, we see one million people in the next dozen years. You can't repeal the laws of geography and demography, and we plan to be there with a good newspaper when the growth comes."

Patterson thinks the Times' chances of becoming a habit with the new residents are good. "The whole region between St. Petersburg, Clearwater and Tampa is attracting enormous high-tech manufacturing growth," he says. "These are young families who are filling the schools with kids and generating a lot of jobs. We have never put out a geriatric journal here despite the older median age of our readership."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First Prize

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Patterson perceives the region as "the great new city of Tampa Bay." He sees the three bridges that span the bay as "connectors, not dividers."

"There is a growing new metropolis here," he says, "and the two newspapers were keeping it divided rather than united."

The Times' strategy is to treat this metropolis as one giant city with numerous important component communities. "Our approach will be to provide a major metropolitan newspaper that covers a city of 2 million people but incorporates 10 separate newspapers covering each component community."

Media General's The Tampa Tribune has not been sitting back idly. "We've improved their paper tremendously," Patterson comments. "It's now a very live paper, I'm sorry to say."

The Tribune's response to the incursion has been to strike at the Times in its own back yard. Since late February, it has opened five new bureaus in Pinellas County staffed by 30 reporters and even more circulation people.

Media General recently lured back a veteran Florida editor, H. Doyle Harvill, to command the Tribune's counter-strategy. Harvill left the now-defunct Tampa Times nearly 20 years ago, but last fall he gave up his position as publisher of the Montgomery (Ala.) Journal and Advertiser to become executive editor and vice president of the Tribune.

In Harvill's view, the challenge from the St. Petersburg Times is but one of the many continual attacks on the frontiers of what he likes to call "Tribuneland"—a wide north-south corridor that extends from Gainesville in the north to Lake Okeechobee in the south.

"These beautiful rolling sand hills and dairy pastures have traditionally been Tribune country," Harvill says. "We've had regional editions in these areas for close to 40 years. The sand hills are becoming golf courses and lakes, and the fireman from Detroit is learning that it's just as nice to retire there as on the coast, plus it's a lot less expensive."

Everywhere he looks in Tribuneland, Harvill sees tough competition. "Starting in the far north with Lake City and working south, you have Gainesville, Ocala, Leesburg, Lakeland, all of which used to be small remote papers that have been turned into fine newspapers by The New York Times," he says. "Due west there's another fine New York Times paper in Sarasota"—the Herald-Tribune.

"When we look east, we're right in the middle of the most strategic newspaper area in the country—central Florida—which happens to be the home of The Orlando Sentinel, the most improved paper in Florida in the last 20 years.

"You'll just have to forgive me if I can't get overly excited about the Tampa Bay wars," Harvill says.

Harvill hasn't been awed by St. Petersburg's efforts so far. "They put people in white tie and tails and gave the paper away," he chuckles. "They had a lot of ads in the first papers, but most of them were Clearwater and Pinellas County ads sold at a low pickup rate. A lot of their stories so far have been 'educate-the-reporters' stories—the power-structure bit."

Harvill pointed to a Media General decision of a few years ago to purchase new,

FROM NEW YORK CITY . . .

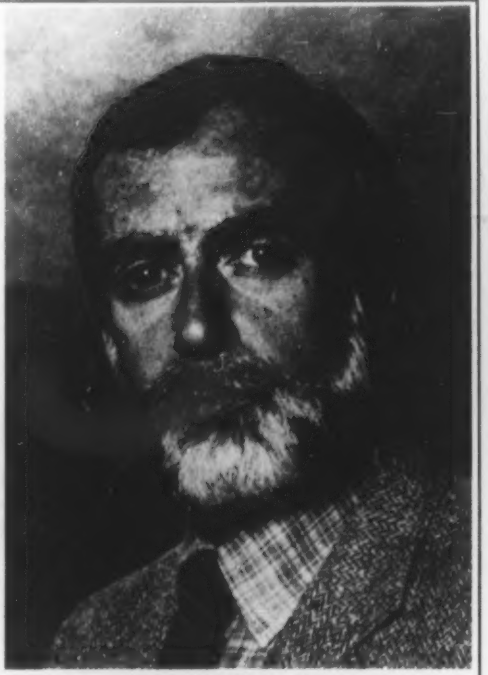
"If the alienation is growing in the black community, it grows, too, among street cops. They feel more and more alone out there. They feel used. In investigations involving police conduct, they have begun refusing to testify before grand juries unless they are granted immunity. They don't trust the system to protect them.

"This sounds, does it not, very much like the grievance of the ghetto. We have been abandoned.

"Yet it is surely a flight into fantasy to imagine that the cops and the ghetto blacks might find a mutuality in their predicament. It's never happened before—for the very obvious reason that the police are sent in as virtually the only representative of the decision-makers. So ghetto frustration must inevitably fall on the available target. Sometimes it falls justifiably, on those occasions when certain cops demonstrate racist behavior, but it also falls on them even when no such disease exists.

"It's too bad the police and the poor are never going to realize, or be encouraged to realize, how much in common they have—functioning out there on society's dirty, far edge, where chaos breeds. Wouldn't it be a great dream if they could, at least figuratively, march together on city hall?"

—By Sidney Schanberg of *Newsday*



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larger presses as evidence that "this company has been gearing up to maintain its franchise in this area for some time."

As for him, he's happy to be home and confident of the future of Tribuneland. "I'm a native of this area," Harvill says. "I know every back road, the names, the people and the places. I know every which way the wind blows. The Tribune has been in a lot of counties for a lot of years, and we're here to stay."

Patterson echoes the commitment from the west side of Tampa Bay: "This competition has taken money off both our bottom lines, but in the long pull, it's an investment that has to be made. For our part, we're not content just to divide up the profits in this region. We're going for the brass ring."

SPACE COAST. Drive due east on Interstate 4 from the City of Tampa Bay, through "Tribuneland," and in about three hours you'll reach the Space Coast, where the big guns in the major Florida newspaper skirmish of 1986 have been momentarily silenced. The combatants are wiser but not necessarily sadder.

In late fall of 1985, Gannett, publisher of Cocoa's Today, began an experiment designed to change the reading habits of its customers. Today became Florida Today, an intensely state and local paper stripped of most international and national news, including stock-market and sports reports.

Florida Today was offered as one-half of an "information package" with USA Today, Gannett's national daily. The papers were sold at a combination rate of $3.25 a week. The experiment was designed to determine whether readers were as ready to embrace two daily newspapers as they have been to add television sets to their homes.

After little more than a year, the answer appears to have been a resounding "no." Reader resistance to the change was intense and immediate.

Enraged by what they perceived as an attempt to coerce them to buy two newspapers, 10 percent of the paper's 70,000 subscribers cancelled. Many of them fled to The Orlando Sentinel (all-day, 242,755), which enjoyed a windfall of more than 10,000 new subscribers in Today's Brevard County back yard.

"They were putting out a terrific package—four sections of state and local news and four sections of international-national—but an awful lot of people got mad at them," says Steve Vaughn, executive editor of the Tribune Co.-owned Sentinel. "They had major delivery problems, and people just didn't have time to read that much newspaper. Many told us that they resented the fact Gannett had yanked their newspaper out from under them."

Without even trying, the Sentinel increased its circulation in Brevard from a base of 8,000-10,000 to 20,000 in a matter of months. Orlando responded by beefing up its Brevard news bureau from three to 12 staffers to deal with the growth.

In December, Gannett ended the trial, returned traditional content to Florida Today [**presstime**, Feb. 1987, p. 63] and tried to put the best face on the hard lessons it had learned.

Ed Manassah, editor of Florida Today (morning, 62,277), thinks the experiment proved that there is a significant segment of the readership that does not require two daily newspapers. "But we also learned that most readers are far more accepting of the traditional style of newspaper."

Manassah, who joined Florida Today six months ago from Gannett's Lansing (Mich.) State Journal, says, "Florida Today is a much better paper now because we have retained many of the new things that had been developed while we were building our local coverage. Our listings are much more complete. Our sports section is much better than it was. Staff reaction to Florida Today as it is now has been very positive, and we have more full-time news staffers now than we did before all this started."

To hear both sides tell it, everybody is better off than before the great experiment. Despite a recent dropoff, the Sentinel has retained most of the 10,000 new subscribers that "plopped into our lap," in Vaughn's words.

Florida Today has won back many of its old readers, with Sunday circulation topping 100,000 for the first time ever in February and daily circulation peaking near 75,000. According to Gannett sources, USA Today circulation increased "800 percent" (to 18,000) during the experiment, and the gains have been maintained.

The Space Coast experience seems to typify what the University of Florida's Lowenstein calls "the invigorating character" of Florida's newspaper wars. All over the state, already-good newspapers are improving themselves creatively, seeking to win more market share in a climate of explosive growth.

Capen of The Miami Herald could have been speaking for all of Florida's publishers when he said, "Any time you have good papers working hard to improve their quality, both the readers and the advertisers will benefit." ☐

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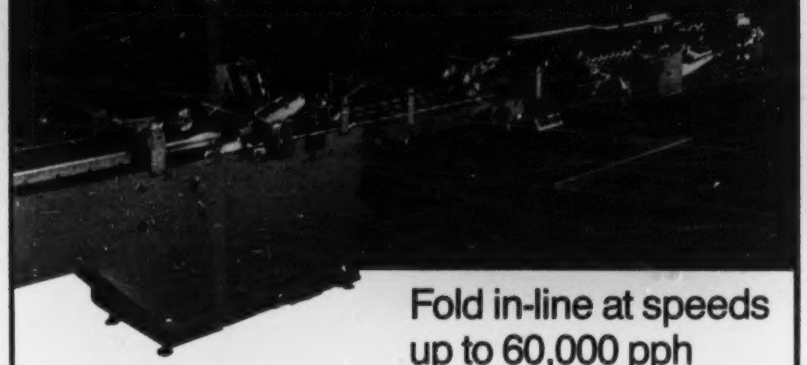

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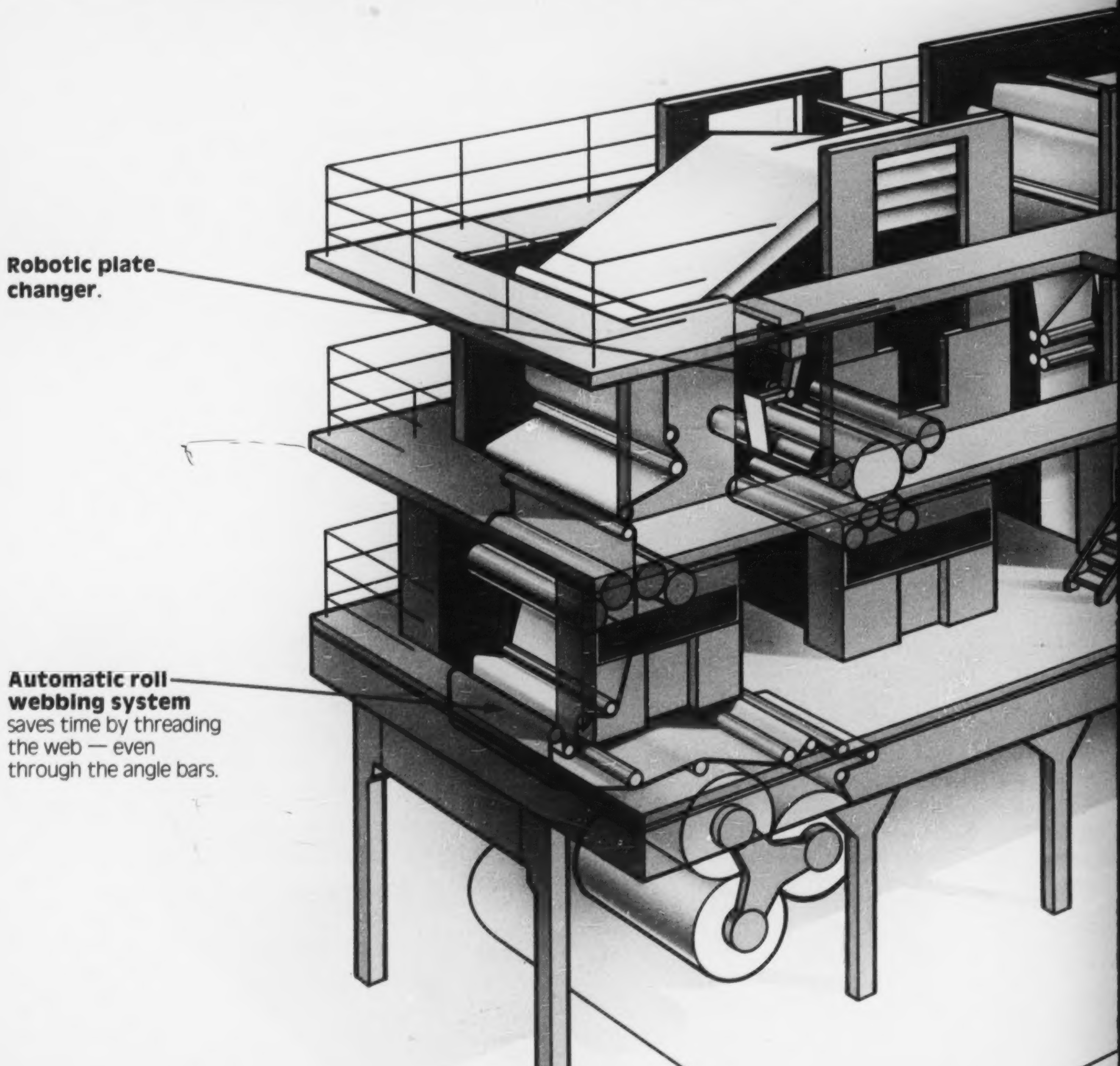
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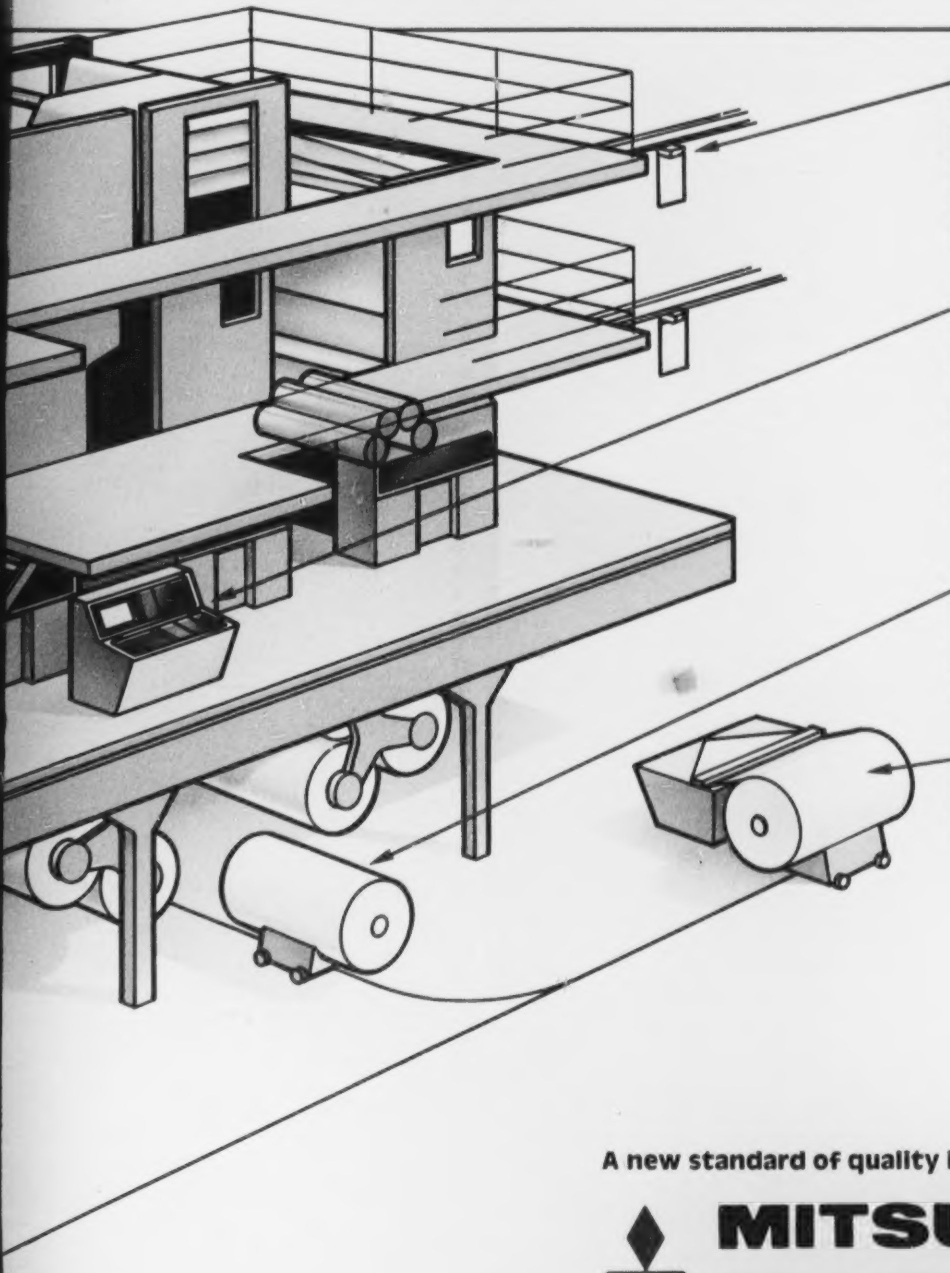

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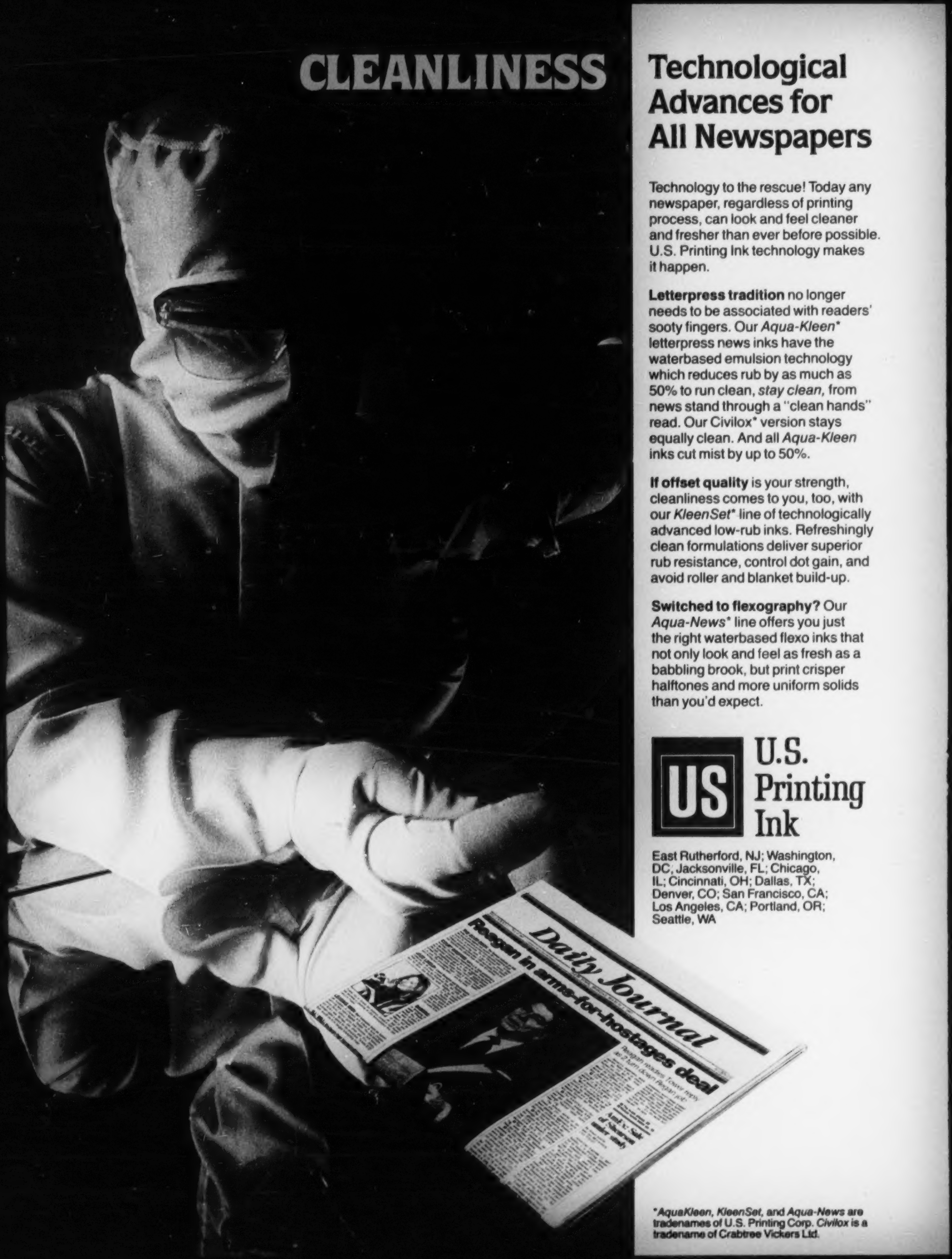
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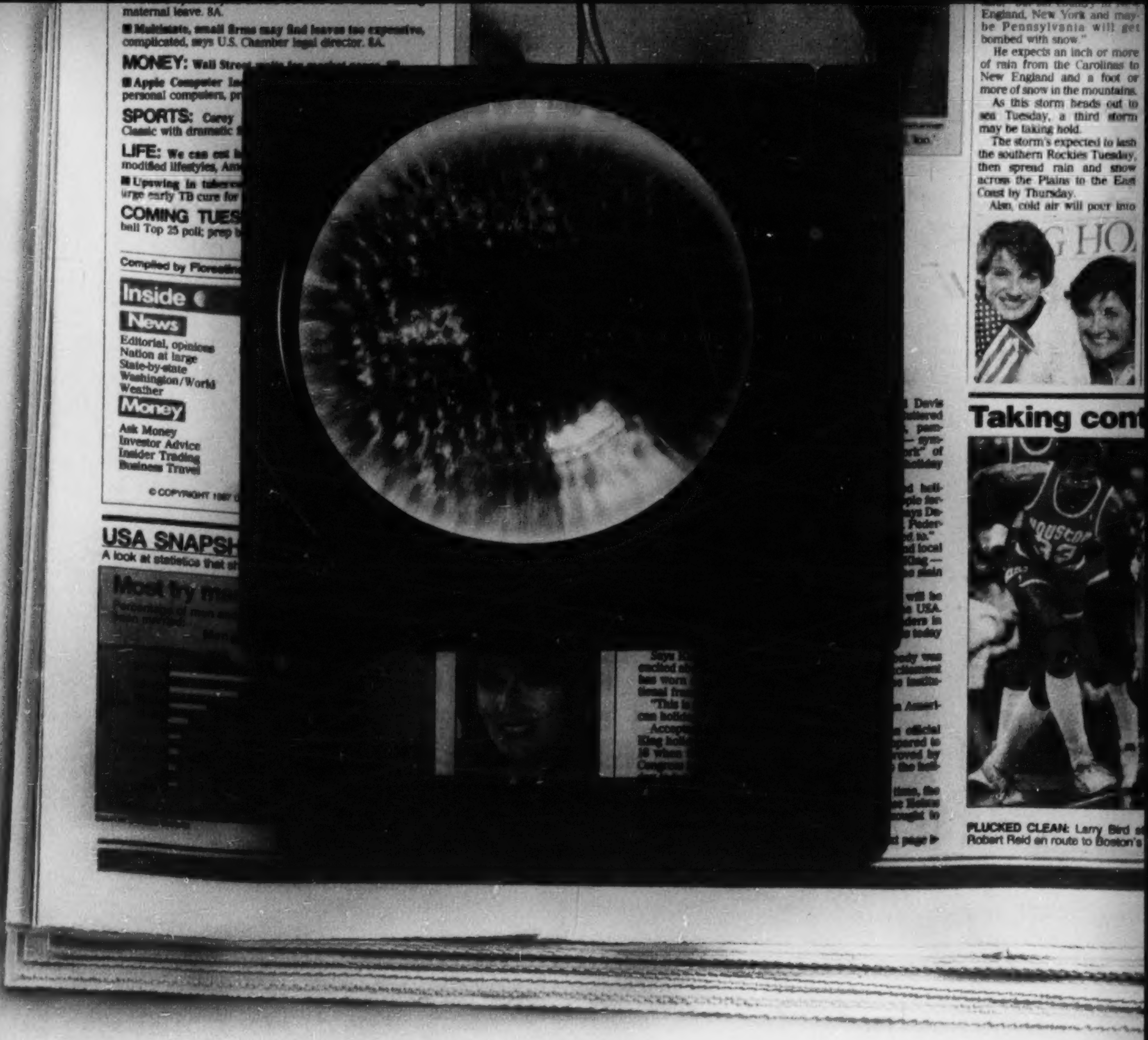

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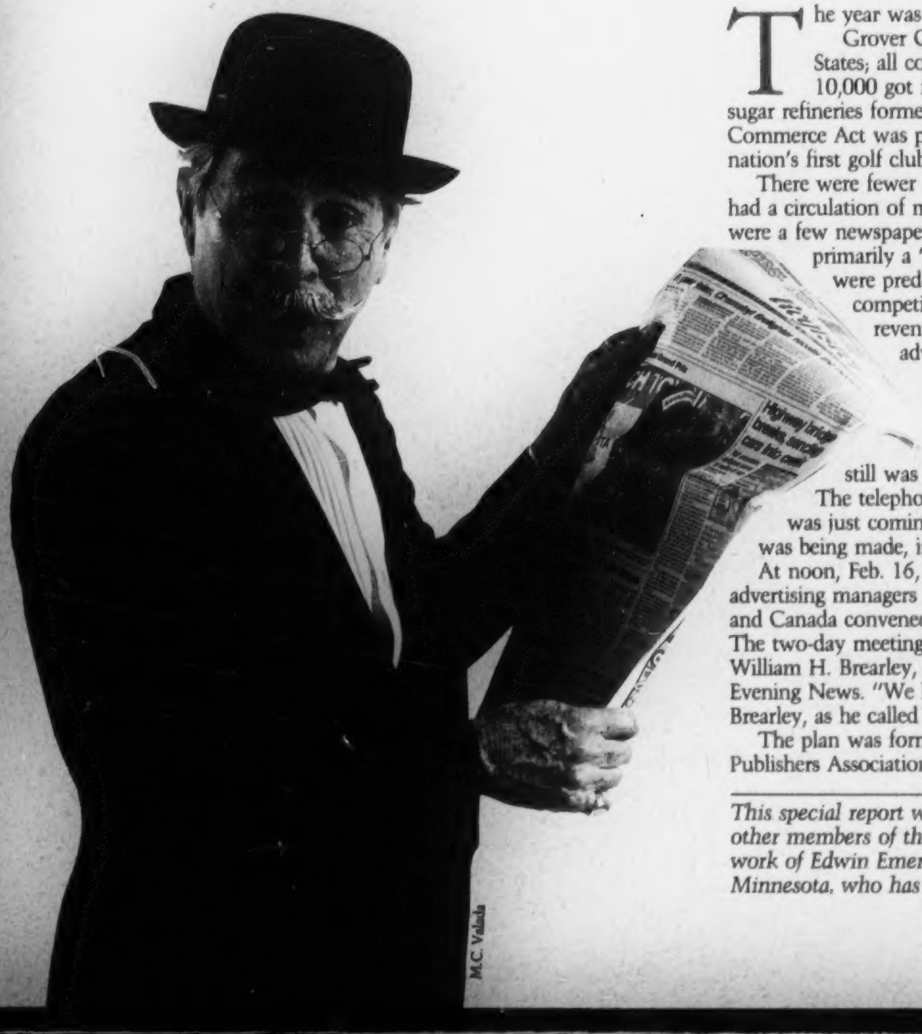


M.C. Valada

The year was 1887.

Grover Cleveland was President of the United States; all communities with a population of at least 10,000 got free mail delivery for the first time; 18 sugar refineries formed the "Sugar Trust"; the Interstate Commerce Act was passed to regulate railroads; and the nation's first golf club opened in Foxburg, Pa.

There were fewer than 1,000 U.S. daily newspapers. None had a circulation of more than a quarter of a million copies. There were a few newspaper groups, but daily newspapering was primarily a "home-grown" enterprise. Evening papers were predominant. Newspapers' only real competitors were magazines; and about as much revenue was raised from circulation as from advertising.

Although the typewriter was being introduced in newsrooms, and the first Linotype had been introduced at a daily newspaper a year before, most news copy still was being written and set in type by hand.

The telephone was only 11 years old. The roll-fed press was just coming into newspaper use. And newsprint still was being made, in part, from rags.

At noon, Feb. 16, 46 publishers, business managers and advertising managers from daily newspapers in the United States and Canada convened at the Powers' Hotel in Rochester, N.Y. The two-day meeting had been organized under the leadership of William H. Brearley, advertising manager of the Detroit Evening News. "We have, of course, a little plan to suggest," said Brearley, as he called the meeting to order.

The plan was formation of the American Newspaper Publishers Association.

This special report was prepared by **presstime** *writers and other members of the ANPA staff, drawing heavily from the work of Edwin Emery, professor emeritus of the University of Minnesota, who has written historical works on the Association.*

This month, ANPA celebrates its 100th Anniversary Convention, and it will be a time of reflection on how much things have changed during the Association's first century. The Powers' Hotel is gone (although the building, now offices, still stands). ANPA has grown from a small office in New York City, from where it collected annual dues of $25 from each newspaper; through operating in New York, Chicago, Indianapolis and Easton, Pa.; until it now has all of its functions consolidated in its own multimillion dollar building in Reston, Va., called The Newspaper Center.

The newspaper business has changed, too. The United States has 1,674 daily newspapers, five of which have circulations of more than a million. Newspaper groups control more than 70 percent of U.S. dailies. Although evening papers still dominate numerically, the number of morning papers is growing and a.m. papers account for a majority of daily circulation. And while newspapers continue to be the leading advertising medium, competition for advertising and for peoples' time is coming from a diversity of sources—broadcast and cable television, direct mail, magazines, radio, free newspapers, shoppers, electronic information services, catalogs, directories, etc.

The Canadian newspaper scene has changed in similar fashion. The 91 daily newspapers in existence in 1891 have grown to today's 111 dailies.

Typewriters have all but disappeared from the newsrooms of most newspapers; news copy is now composed by computers and may be sent by microwave or satellite to remote printing plants. News and advertising is beamed to satellites and back to receivers at newspapers. Production experts are beginning to talk about the prospect of electronic printing, eliminating newspaper presses as we know them. Although newspapers still are printed on paper, wood pulp long ago replaced rags in newsprint composition and the possibility of producing newsprint from kenaf, a plant that produces about 12 times more paper pulp per acre, per year, than trees, is being studied.

But many of the concerns that dominated early ANPA debate remain the focus of the Association, which today serves nearly 1,400 daily and non-daily newspapers accounting for more than 90 percent of the daily newspaper circulation in the United States and 80 percent in Canada.

First ANPA President William Singerly

1887-1899

At the beginning of the period:

- Number of U.S. dailies—971
- Number of charter members of ANPA—50

"The objects of this Association are the protection of the members from irresponsible customers; the gathering and disseminating among its members of news of value to them; and the rendering to each other of such other assistance as may be within their power."

—Article adopted at first ANPA meeting

To understand what compelled formation of a trade association of daily newspapers in 1887 is to know what was happening in the United States and in the newspaper business at the time. The country was evolving from one that was agricultural and rural into one that was industrial and urban. Newspapers were reflecting those changes.

In the last three decades of the 1800s, U.S. population doubled and city dwellers tripled.

During that time, the number of daily newspapers quadrupled and daily circulation grew six-fold as newspapers aggressively pursued readers in the expanding cities. The largest daily at the time, the New York World, had seen its circulation grow from 20,000 in 1883, when Joseph Pulitzer bought it, to 250,000 in 1887, driven by its lively news coverage, mechanical and format improvements, and cut-rate price.

Rapidly rising circulations caused publishers to be increasingly concerned about newsprint costs. There was good reason. During the Civil War, the price of newsprint had reached $442 a ton, and although by 1880 it had declined to $138 a ton with the introduction of wood pulp as a substitute for rags, that price would equal about $1,590 in today's dollars. By 1899, however, the price had dropped to $42 a ton, thanks to developments in the use of sulphite in the wood pulping process.

The last decades of the 19th century also saw rapid industrial growth. Newspapers were becoming increasingly mechanized.

It also was a time of great labor unrest. Strikes aimed at reducing the 10-hour workday took place nationwide in 1886. Many newspaper workers already had joined the labor movement. The International Typographic Union had been formed in 1852 and had affiliated with the American Federation of Labor when it was launched in 1881.

Mass production was beginning, and producers needed to advertise their wares widely. Advertising was providing a growing percentage of newspaper revenues. In 1879, circulation revenue of daily newspapers was $22 million, advertising $21 million. By 1909, circulation revenue for all newspapers was $84 million and advertising $148 million. The number of advertising agents and agencies, some of questionable reputation, was increasing, and they were demanding discounts and commissions for placing ads with newspapers.

Newspaper organizations existed at the time, but none was devoted to the business problems of newspapers. It was such an organization that Brearley proposed to form. He had the initial support of three other influential newspapermen: Jerome C. Briggs of the Ohio State Journal in Columbus, Milton A. McRae of the Cincinnati Post, and J. Ambrose Butler of the Buffalo News. They decided to call a meeting if they could get the signatures of 30 of the 211 publishers of dailies with more than 5,000 circulation. They got 80.

The executives at the first meeting represented newspapers from 13 states, the District of Columbia and Canada: 19 from New York State, five each from Michigan and Ohio, three from Indiana, two each from Massachusetts, Pennsylvania and Rhode Island, and one each from Connecticut, Delaware, Florida, Iowa, New Jersey, Wisconsin, Washington, D.C., and the province of Ontario. (ANPA attracted its first West Coast member, the San Francisco Call, in 1889.)

The newspaper executives turned first to advertising topics, including rate cutting and agent commissions. They decided to establish an office in New York City to keep members informed of advertising developments. That first office was at 104 Temple Court. Subsequently, ANPA headquarters moved

The Baltimore Sun

Turn-of-the-century newsrooms like that of The Baltimore Sun were largely white, male and pencil-and-paper operations.

several times in the city before relocating, in 1972, to Reston. The Association was governed initially by an Executive Committee, which evolved into a Board of Directors when the Association was incorporated in 1897.

Early bulletins of the Association are full of warnings about which advertising agencies to avoid and which advertisers should be required to make cash payment. Evolving legislation, a subsequent lawsuit and changes in priorities for ANPA sharply reduced the Association's role in these and related matters. The credit and collections function eventually evolved into ANPA Credit Bureau Inc., which became a separate, wholly owned subsidiary of the Association in 1975.

The early bulletins also provide evidence of ANPA as a lobbying organization from the very beginning, as members from New York state were urged to write state legislators to oppose restrictions on the sales of patent medicines.

The second topic under discussion at ANPA's inaugural meeting was newspaper labor relations. In fact, the resolution listing "objectives" of the new association included one clause that, albeit obliquely, authorized publishers to take collective action in meeting labor demands. Known as the "general welfare" clause, it set as one of the objectives of the organization: "the rendering to each other of such other assistance as may be within our power."

As early as 1889, ANPA was publishing statistics on wages. In 1890, the Association authorized the establishment of a Labor Committee.

In its early years, the Association also formed other committees, which provide a good indication of the major concerns of newspapers of that day.

The ANPA Postal Committee was established in 1892 to monitor legislation being proposed to correct perceived abuses of second-class rates. The committee endorsed rural free delivery, subsequently established in 1897.

Committees were appointed to investigate new production methods. Then, as now, the recommendations of ANPA technical committees carried considerable weight. For example, in 1893, after a committee reported that the Remington typewriter was the best on the market, 500 of the machines were ordered through ANPA's New York office.

A committee on libel law was authorized in 1893 to prepare a model libel law and get it adopted by states. A committee on copyright law was established in 1894. And, in 1897, a committee was formed to seek an end to the tariff on imported newsprint.

1900-1929

At the beginning of the period:

- Number of U.S. dailies—2,154
- Number of ANPA members—224

"What are the prospects for cheaper newspaper? To what extent is the so called paper trust responsible for the advance in the price of newspaper?"

—Topic for discussion at the ANPA's 14th Annual Meeting in 1900

No wonder the publishers were concerned. In 1900, the cost of newsprint increased 33 percent, from $42 a ton to $56. Newspapers suspected the "paper trust."

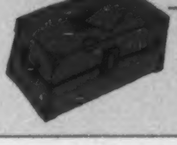
Although the Sherman Antitrust Act had been passed in 1890, it was not vigorously enforced in its early years, and businesses continued to combine. The newsprint business was no exception. International Paper Co. was formed in 1898 and controlled 18 mills, the majority of the mills east of the

1887

1887:
ANPA founded in Rochester (left), headquarters opened in New York City

1900

1900:
Labor office started in Chicago



1911:
Labor office moves to Indianapolis

Mississippi River. In 1900, General Paper Co. was formed by 26 mills in Wisconsin, Michigan and Minnesota to compete with International.

Until this time, newsprint prices had been going down, reflecting the economies of new manufacturing processes.

At the same time, U.S. daily newspapers' newsprint consumption was growing from 100,000 tons in 1880 to 569,000 in 1900, making the price of paper an increasingly important consideration.

At that 1900 ANPA Convention, a resolution was passed asking Congress to investigate newsprint prices and the paper trust. At the Convention four years later, ANPA continued to press for an investigation, this time urging President Theodore Roosevelt and his attorney general to begin an antitrust suit.

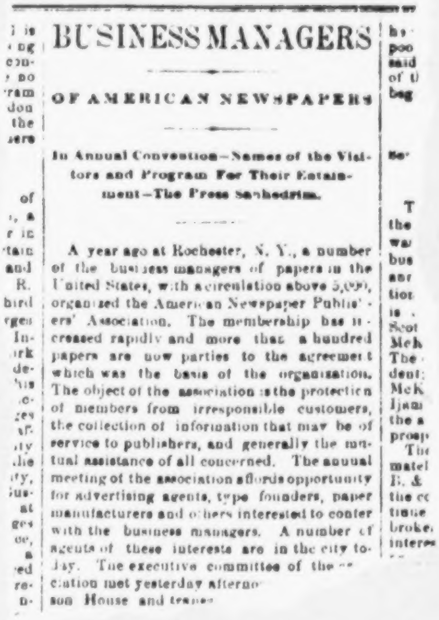
Finally, the call was heeded. The Justice Department's suit against the General Paper Co. was one of 44 instituted during Roosevelt's administration. In 1906, General Paper was found to be a combination in restraint of trade and was dissolved.

But paper problems continued to trouble the publishers. In 1907, the Association reissued its call for repeal of the tariff on newsprint. Like other imports, newsprint had become subject to the tariff imposed during the Civil War as a revenue-raising measure, but the tariff endured as a protectionist measure at the insistence of big business. The American Paper and Pulp Association, founded in 1878 as the American Paper Makers Association, argued that free entry of Canadian newsprint would hurt manufacturers.

In 1911, President William Howard Taft addressed the ANPA Convention, advocating legislation to establish a reciprocity agreement whereby newsprint would be imported free if Canada did not apply an export duty. A former reporter for The Cincinnati Times, Taft apparently was the first sitting president to address ANPA.

That bill was passed by Congress and signed by Taft later in the year. Then, in 1913, President Woodrow Wilson's first year in office, a law was enacted that removed all duties on wood pulp and newsprint. This ended the long ANPA battle and sparked an avalanche of newsprint imports from Canada. By 1926, the amount of newsprint imported from Canada exceeded that produced domestically.

Newsprint supply challenged ANPA during World War I. But an even greater concern during the war was censorship. At the 1917 Convention, ANPA voted in favor of strict but voluntary press censorship.



BUSINESS MANAGERS

OF AMERICAN NEWSPAPERS

In Annual Convention—Names of the Visitors and Program For Their Entertainment—The Press Sanhedrim.

A year ago at Rochester, N. Y., a number of the business managers of papers in the United States, with a circulation above 5,000, organized the American Newspaper Publishers' Association. The membership has increased rapidly and more than a hundred papers are now parties to the agreement which was the basis of the organization. The object of the association is the protection of members from irresponsible customers, the collection of information that may be of service to publishers, and generally the mutual assistance of all concerned. The annual meeting of the association affords opportunity for advertising agents, type founders, paper manufacturers and others interested to confer with the business managers. A number of agents of these interests are in the city today. The executive committee of the ciation met yesterday afterno son House and tra

The Indianapolis News carried a Page-1 report on ANPA's second annual meeting, held in that city in 1888.

At the end of World War I, the demand for advertising space exploded. At the same time, newsprint manufacturers raised the price of paper. Several drastic solutions were discussed, including one congressional proposal to exclude from the second-class mails any newspaper with more than a designated number of pages. At the 1920 ANPA Convention, a Publishers' Buying Corp. was established to buy paper for smaller publishers.

Besides newsprint issues, the Association during the first three decades of the 20th century focused on labor, postal, advertising, production and government affairs.

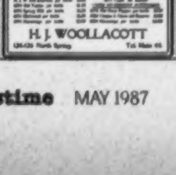
In 1900, a Special Standing Committee on labor relations was approved, headed by a special commissioner. The committee, with a paid staff, was to carry out the Association's policy on labor relations. That policy was one of conciliation, rather than confrontation, a tack that was in contrast to that of some other industries of the day. The first labor office was established in Chicago and moved, in 1911, to Indianapolis where the ITU, the biggest labor union in the newspaper business, was then located. Later, the office moved back to Chicago, and in 1976 it moved to The Newspaper Center. (See time-line chart, pp. 30-33.)

Postal matters continued to get attention. In 1912, a rider was attached to the Post Office appropriations bill that required publications using second-class mail to file sworn statements listing the editor, managing editor, publisher, business manager, owner, stockholders, bondholders, mortgagees or other security holders and giving the average daily circulation for the past six months. (It was this law that prompted ANPA and other trade associations to form the Audit Bureau of Circulations in 1913-14.) Publications also had to mark all matter published for a price "advertisement."

The new law, known as the "newspaper publicity law," was challenged in court, and the case went all the way to the U.S. Supreme Court. Although not the actual complainant, ANPA was the force behind the case. In 1913, the court ruled against ANPA's position, saying that the lower second-class mail rate was a privilege, not a right, and that Congress could prescribe the conditions of its use.

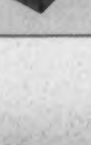
Advertising remained a major topic. From the first, ANPA Conventions attracted various other newspaper interests, including advertising agents. After establishing a Committee on

1930



1913:
Bureau of Advertising forms as adjunct to ANPA

1926:
Mechanical Department organized in New York City



1933:
Labor office returns to Chicago

Alberto Pacheco

Executives active in ANPA around 1917 included (from left) Hilton U. Brown of the Indianapolis News, J.F. McKay of The Toronto Globe and John Stewart Bryan of the Richmond (Va.) News-Leader.

Advertising Agents in 1899, ANPA and American Association of Advertising Agencies began meeting simultaneously in 1901.

In 1913, the Bureau of Advertising was formed as an auxiliary unit of ANPA. It consolidated the Daily Newspaper Club, which had been formed by ANPA members to obtain more display advertising that they saw increasingly going to magazines, and two similar groups. Although it was under the direction of an ANPA committee, the bureau had no financial ties with ANPA and admitted non-ANPA newspapers into its membership. In 1950, the bureau became a completely separate entity, and in 1973, it was renamed the Newspaper Advertising Bureau.

ANPA established a Committee on Federal Laws in 1922, directing it "to exercise its utmost effort to maintain the freedom of the press whenever and wherever it may be threatened." The next year, it retained Elisha Hanson as its attorney and Washington representative. In 1935, Hanson became general counsel and served in that post until 1962, when he was succeeded by his son, Arthur B. (Tim) Hanson. ANPA, which had been represented by various outside legal counsel since 1897, began developing its own in-house staff of lawyers in 1978 when it began its Legal Department.

In 1925, the Convention voted to establish a Mechanical Department "with a view to improving the general production of newspapers." Mechanical conferences began in 1927. The first one was held in Harrisburg, Pa., and was attended by 80 representatives of 54 papers in 21 states. This year's ANPA/Technical Exposition and Conference is expected to draw more than 10,000 registrants.

A second Convention per year began in 1925. These events, held in the fall usually at a resort location, were halted in 1932 during the Depression.

Also begun in this period was a Traffic Department, charged with obtaining the lowest-possible transportation rates for newspapers' raw and finished products.

This was a watershed era for newspapers. The number of daily newspapers hit an all-time high of about 2,600 in 1909. ANPA budgets also grew, with receipts from dues and initiations rising to $40,000 in 1908 and $75,000 in 1918; total receipts reached $100,000 in 1918.

1930-1945

At the beginning of the period:

- Number of U.S. dailies—2,219
- Number of ANPA members—501

> *". . .with radio now established as a definite competitor of newspapers, it should be required to stand on its own feet and make only that development to which it is entitled on its merits."*
>
> —From the report of the Radio Committee, presented at the ANPA Convention in 1930 by Chairman Elzey Roberts of the St. Louis Star

In the 1930s, with the postwar boom over, newspapers felt the effects of the Depression and a new competitor, radio. Radio advertising revenues jumped from $4 million to $40 million between 1927 and 1929.

ANPA had established a Committee on Radio in 1923, three years after the first scheduled broadcast took place—announcing the results of the presidential election. By the early 1930s, it was clear that radio would compete with newspapers for news and advertising, and newspapers didn't want to give the competition any more help than it had to. In 1931, the ANPA Convention resolved that radio program logs published in newspapers should be handled as paid advertising.

A year later, the Association took steps to restrict news information available to radio. At that time, the ANPA Board of Directors recommended that press associations—today's wire services—should not provide news to radio before it could be published by newspapers. Furthermore, the board said radio news broadcasts should be confined to brief bulletins, which would whet audience's appetites for the full story in the newspaper. The press associations obliged.

A year later, after radio began gathering its own news, ANPA agreed to establishment of a Press-Radio Bureau whereby press associations would provide brief news summaries that radio would air without commercial sponsorship. That lasted about a year, until new press associations that were not party to the agreement began, and the older press associations sought to get out of the pact.

Of course, if newspapers considered radio the enemy, then the enemy was themselves. Newspapers were some of the earliest

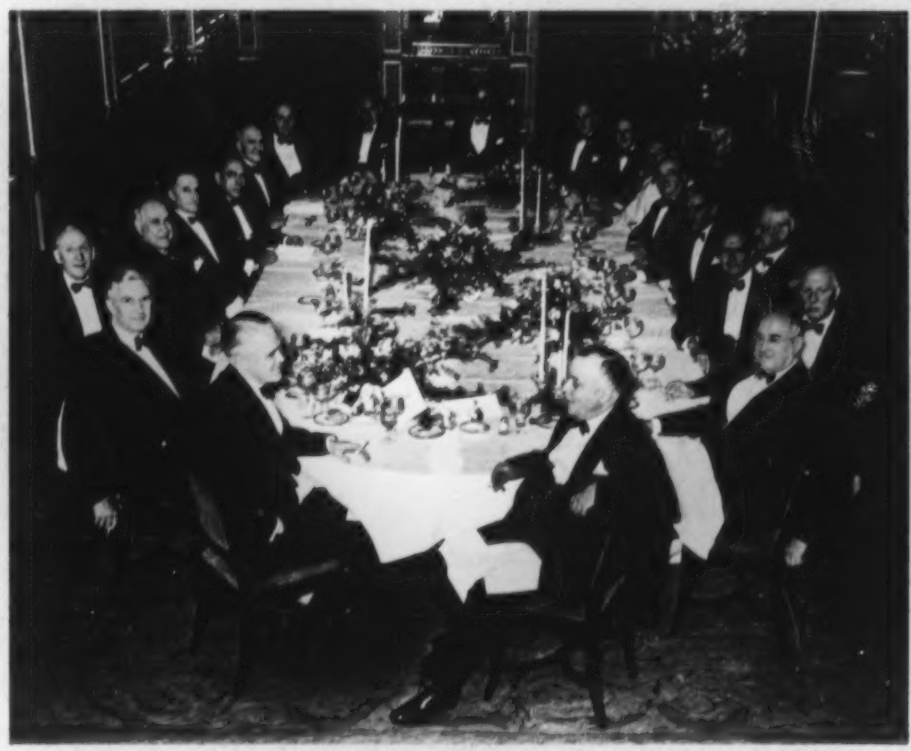
1945　**1960**

[illegible] Strike insurance offered

[illegible] Mechanical research laboratory opens in Easton, Pa.

1950: Bureau of Advertising becomes separate entity

1957-58: Research laboratory becomes ANPA Research Institute; merges with ANPA Mechanical Department



Some ANPA gatherings of yesteryear required formal attire. Attending this mid-1940s dinner for Howard Davis, ANPA president 1932-35, were (clockwise, from left foreground) George N. Dale, David W. Howe, W.E. MacFarlane, Amon G. Carter, Walter M. Dear, S.R. Winch, F.I. Ker, J.L. Stackhouse, C.F. McCahill, ANPA General Manager Cranston Williams, E.S. Friendly, Commander James G. Stahlman, W.G. Chandler, Davis, Linwood I. Noyes, John Stewart Bryan, E.H. Butler, J.D. Barnum, William F. Schmick and ANPA General Counsel Elisha Hanson.

owners of radio stations. In 1920, The Detroit Evening News became the first newspaper to own a radio station. In 1941, the Federal Communications Commission decided to study the "problem" of newspaper/radio cross-ownership. It determined that 249 of the 882 radio stations had some newspaper affiliation. The FCC took no action to restrict ownership at that time.

In 1975, however, the FCC issued rules prohibiting the future cross-ownership of newspapers and broadcast stations and ordered 16 "egregious," "small-market" combinations broken up. By that time, of course, television had arrived on the scene; sale of TV sets to the public began in 1939.

The advent of electronic competition caused increased emphasis to be placed on the Bureau of Advertising. In 1938, the bureau began a research project and series of publications, the Continuing Study of Newspaper Readership.

It was also a period of landmark court cases.

One involved a Minnesota law that allowed judges to suppress any publication that they determined to be a "malicious, scandalous, and defamatory newspaper, magazine, or other periodical." ANPA denounced the law and, after great internal discussion and strong dissent, came to the aid of a Minneapolis newspaper that was enjoined from publication—but ANPA criticized the publisher's odious views along the way. The case went to the Supreme Court which, in 1931, handed down a 5-4 decision in *Near v. Minnesota* that established the still-existing prohibition against prior restraint of publication.

ANPA won another Supreme Court victory in 1936, when the high court declared unconstitutional a Louisiana tax on the advertising income of papers with more than 20,000 circulation.

The New Deal of Franklin D. Roosevelt brought newspapers increased labor problems, which in turn led to even more major court decisions.

The 1933 National Industrial Recovery Act, which gave employees the right to collective bargaining, also called for establishment of codes of fair competition for all industries. ANPA drafted the code for daily newspapers. After some modification, it was accepted by the federal government. But newspaper workers complained about the salary provisions. The dissatisfaction of editorial employees led to the formation of the American Newspaper Guild in 1933. The NIRA was declared unconstitutional in 1935.

In 1937, the activities of ANPA's Open Shop Department ended after the Newspaper Guild and the Allied Printing Trades Council of Greater New York requested a Senate investigation of the department, which had been formed in 1922 as newspapers adopted a more confrontational approach to labor problems.

Also in 1937, ANPA lost a key labor case before the Supreme Court involving the constitutionality of the 1935

1987

[illegible], 1971:
Production Department forms in New York City and later moves to Easton

1972:
ANPA moves to The Newspaper Center, Reston, Va.; boards of ANPA and ANPA/RI merge

[illegible]
Labor office moves to The Newspaper Center

[illegible]
Easton operations move to expanded Newspaper Center

"It was my good fortune to be at the starting gate of the newspaper production revolution. One of our first triumphs was developing the high-speed etching system. . . . We never dreamed computers would take over."
–William Dwight, ANPA Chairman 1956-58

"The greatest service ANPA performs for its members is keeping track of government plans and actions that affect the free press. In addition, it provides a clearinghouse for ideas and innovations that improve the service of the press to the public."
–D. Tennant Bryan, ANPA Chairman 1958-60

"ANPA has meant fine leadership supplied by a great staff in the cause of freedom of the press . . . the providing of up-to-date information on all matters of interest to publishers . . . and great service in mechanical and production matters."
–J. Howard Wood, ANPA Chairman 1966-68

Wagner Act and its applicability to newspapers and press associations.

Among other things, the Wagner Act, also known as the National Labor Relations Act, prohibited employers from refusing to engage in collective bargaining and from interfering with employees' membership in a labor union. In 1936, the National Labor Relations Board ordered the Associated Press to reinstate a discharged employee who said he had been fired for activities relating to the American Newspaper Guild. AP took the case to court; ANPA was an amicus curiae. In 1937, the court upheld the constitutionality of the Wagner Act and said: "The publisher of a newspaper has no special immunity from the application of general laws. . . ."

The heated atmosphere further inflamed the labor situation, and soon newspapers were taking steps to protect themselves. In 1939, ANPA instituted strike insurance. In 1963, Mutual Insurance Co. Ltd. was founded at the request of ANPA members to operate the strike insurance program and to offer libel insurance.

Besides dealing with labor law, ANPA engaged in intense lobbying on other New Deal matters, including an unsuccessful effort to scuttle legislation giving the Federal Trade Commission authority to regulate unfair or misleading advertising of products in interstate commerce.

ANPA, in 1939, was a founding member of the National Council on Professional Education for Journalism (now called the Accrediting Council on Education in Journalism and Mass Communications), the journalism school accrediting body that came into being after ANPA President James G. Stahlman of the Nashville Banner criticized journalism education.

With the start of World War II, attention turned away from domestic affairs.

In 1939, as the war in Europe began, ANPA created a committee on supplies. In December 1940, the committee advised ANPA members to stock up on supplies that would be restricted by the Office of Production Management. One of those products was newsprint, and the effort to keep supplies flowing to member newspapers involved ANPA leaders in one of their strangest roles—in effect, that of government rationers.

In 1942, the War Production Board named a Newspaper Industry Advisory Committee with many ANPA leaders as members. The committee concluded that a reduction in the use of newsprint was necessary. In January 1943, the WPB told newspapers that they should use no more newprint in the first quarter of that year than they did during the first quarter of 1941, which meant an average cutback of 10 percent. Cutbacks grew each quarter until 1944.

In 1942, also after consulting with ANPA representatives, the Office of Price Administration froze the price of newsprint at $50 a ton. The price eventually rose to $84 a ton in 1946 before the OPA went out of business.

Even before the United States entered the war, ANPA was concerned about newspapers' role in covering the conflict. At the 1941 Convention, the Association resolved that while "newspapers recognize their primary obligation to further national defense in every possible manner," they "also recognize their essential duty to furnish complete and accurate information compatible with military necessities."

Keeping track of finances in the New York office in 1962 were (from left) Thomas C. Fichter, now senior vice president and deputy general manager, Richard Kelleher, Charles J. Herrell and two outside auditors.

It asked for the "cordial consideration and cooperation" of government authorities.

Two years before the war ended, ANPA gave heightened recognition to the important role played by community newspapers. It elected its first president from a small daily, Linwood I. Noyes of the Daily Globe of Ironwood, Mich.

1946-1959

At the beginning of the period:

- Number of U.S. dailies—1,872
- Number of ANPA members—756

"Now we turn, flushed with victory, from the responsibilities of war time to the equally great responsibilities of peace time. There are many problems to be faced and difficulties to be overcome that present to us a challenge, which must be met unflinchingly with all the courage, the strength and the ability that we possess."

—From the 1946 Convention address of Arthur P. Irving of the Glens Falls (N.Y.) Post-Star and Times, program chairman

One of the challenges ANPA took on after the war was to improve newspaper production. No significant new technology had been developed since the introduction of the Linotype in 1886. The Board of Directors decided that the newspaper business would have to find and fund its own new technological breakthroughs. In 1947, the Association named a research director; two years later a research laboratory opened in Easton, Pa., with the aid of J.L. Stackhouse, publisher of the Easton Express. ANPA is the only known industrial trade association in the world that operates its own technical research and training facility.

Working hand-in-hand with suppliers to the newspaper business, the ANPA technical research staff fostered many innovations, beginning with the invention of high-speed metal engraving, which enabled newspapers to use photocomposition and cut advertising composition and makeup costs dramatically. The benefits continue to this day.

In 1957, the ANPA Research Institute merged with the Institute of Newspaper Operations, an organization established separately by a group of publishers. Until 1972, the Institute operated with a separate board of directors. In 1983, the research operations were moved to The Newspaper Center.

The postwar era, also saw ANPA and other newspaper organizations around the world founding the International Federation of Newspaper Publishers in 1948. ANPA continues to participate in that and other groups whose mission is to promote world press freedom.

In the labor area, the Taft-Hartley Act, passed in 1947 with ANPA's support, supplanted the Wagner Act and ended the closed shop. Subsequently, ANPA filed charges against the ITU with the National Labor Relations Board, which in turn charged the ITU with several violations of Taft-Hartley.

In 1955, the Antitrust Division of the U.S. Department of Justice filed suit against ANPA, the American Association of Advertising Agencies and other trade associations charging that

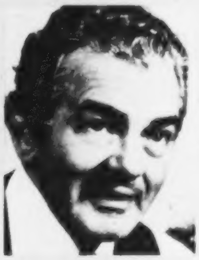
"As one of the 'early mavericks' on the ANPA Board, my greatest personal satisfaction was as part of the group that got Board support to move ANPA out of New York City to its own building in Reston, Va."
–Richard H. Blacklidge, ANPA Chairman 1970-72

"Without ANPA the newspaper business would not have a rudder. My fondest memory of the ANPA is all the wonderful people who worked there and the fellows who worked on all the papers who were real supporters of the 'rudder.'"
–W. Davis Taylor, ANPA Chairman 1972-74

"At a Board meeting in the mid-1970s we cut through some language suggested by lawyers and adopted revised articles of incorporation that started with the declaration that the ANPA's reason for being is 'to advance the cause of a free press.'"
–Harold W. Andersen, ANPA Chairman 1974-76

Showing stereotype plates to visitors in the mid-1950s is ANPA's Frank J. Stanczak (right), who remains a member of the technical staff today.

"My fondest ANPA memory is the result of the Search Committee that sought a new general manager in 1975 following Stanford Smith's retirement. The past 12 years have convinced me that Jerry Friedheim was a superb choice."
–Joe D. Smith Jr., ANPA Chairman 1976-78



"ANPA is the industry 'glue' that holds newspaper publishing executives together for their common benefit. The umbrella that it provides for all other specialized newspaper industry associations is a mutually beneficial one for them all."
–Allen H. Neuharth, ANPA Chairman 1978-80

"ANPA is central to the continued progress of all newspapers, large and small. On the highest level, it represents the industry and advances its interests on major issues. . . . I was honored to be the first woman to serve as head of ANPA."
–Katharine Graham, ANPA Chairman 1980-82

their practice of officially "recognizing" advertising agencies was a violation of the Sherman Antitrust Act. Newspapers relied on the ANPA's decision as to whether a company was a bona fide advertising agency in determining whether to grant it the customary commission and discount. The suit never got to trial. In 1956, ANPA and the other defendants entered into consent agreements with the government, agreeing, among other things, to cease their recognition activities.

During this period ANPA began cosponsoring, with International Circulation Managers Association, the Newspapers in the Classroom program, which continues today under the auspices of ANPA Foundation as Newspaper in Education.

All in all, especially during the eight years of Dwight D. Eisenhower's presidency, it was a calmer time for newspaper publishing. But ANPA and the newspaper business in general had used this period to place in motion many of the innovations that would lead to the explosion of activity and progress that marks the current era.

1960 *to present*

At the beginning of the period:

- Number of U.S. dailies—1,850
- Number of ANPA members—848

"How deep-rooted Government's attitude is against the people's right to know is best illustrated in a short paragraph which appeared in an Air Force manual first issued in 1955, and only recently withdrawn because of numerous protests. This is what the manual said:

'Another rather silly remark often heard concerning security is that Americans have a right to know what's going on. Most people realize the foolhardiness of such a suggestion. Keep in mind that public news media present only as much information as the government wants to release.'

"However, the fight for a freer flow of information from Government continues in both House and Senate."

—From the report of the Federal Laws Committee presented at the 1960 Convention by Chairman M.W. Armistead III of the Roanoke (Va.) Times and World-News

With the rise of "big government" (particularly federal government), the growing litigiousness of society (particularly in the libel area), and the need to streamline operations (particularly in the expensive and labor-intensive pre-press area), ANPA's challenges were clear and not a little daunting as the modern era dawned.

Although the Association had a Freedom of the Press Committee as early as 1928, recent years have seen ANPA increase its activities aimed at ensuring an open government. The Association established a Government Affairs Department in 1976, as the government and the courts increasingly threatened First Amendment rights.

It has joined with other newspaper-business organizations to strengthen access to federal government information through the Freedom of Information Act, enacted in 1966, and the Government in the Sunshine Act, enacted in 1977.

In the wake of a news blackout during the United States' invasion of Grenada in October 1983, ANPA was a leader in efforts to improve military-press relations and was instrumental in formation and periodic testing of a contingency press pool to accompany future military missions.

In 1964, the U.S. Supreme Court issued its landmark ruling in *New York Times v. Sullivan,* requiring public officials to show that the press acted with "actual malice" in order to sustain a libel judgment. In 1967, this protection was extended to cases involving public figures. In 1971, the court held that private individuals involved in matters of general and public interest also come under the actual malice test. In subsequent decisions, however, the court narrowed the media's protection in private-figure cases.

In 1978, ANPA established its Legal Department. Since 1980, the Association has filed *amicus* briefs in seven libel cases before the U.S. Supreme Court. An apparent increase in the number of libel cases and in the number of adverse decisions coming from the Supreme Court prompted ANPA and other media organizations to form the Libel Defense Resource Center in New York City in 1980. It provides a place to which media defense lawyers can turn for information and exchange of views on libel matters.

A 1969 Supreme Court decision holding that a joint operating arrangement between daily newspapers in Tucson was a violation of antitrust law thrust ANPA into a legislative fight that resulted in enactment of the Newspaper Preservation Act. That 1970 law grants limited antitrust immunity to competing newspapers for merging their production and business operations while retaining separate news and editorial voices if one is a "failing newspaper." The legislation was not supported by all newspaper interests.

The 1960s ushered in many changes to newspapers' relationship with the U.S. Postal Service. Although remaining allies in the delivery of second-class mail, they have taken opposite sides on a number of issues, particularly third-class rates.

Until 1979, third-class rates were relatively high, and advertisers had little incentive to use the mail category's bulk-mail service. But in 1979, as the result of a major rate case, relatively low fees were established for third-class mail presorted to the carrier route. To the delight of USPS, volume soared in large part in the form of advertising preprints.

Fueling the trend in 1981 was the evolution of "shared mail," in which two or more ad preprints are united as one third-class piece. ANPA maintains that third-class rates are too low because they do not cover USPS costs to provide the service. The Association contends that first-class mail subsidizes third-class.

ANPA also played a major role in the revolution of technology that swept the newspaper business beginning in the 1960s:

- In 1961, the ANPA research staff worked to perfect the offset printing process for newspapers. The effort was aimed at improving reproduction and enabling newspapers to use new, low-cost electronic composition techniques. The Association also initiated the development of a plastic plate to replace lead stereotype plates, enabling letterpress newspapers to convert to electronic composition. The efforts resulted in getting the lead out of the newspaper business, both in the composing rooms and in the pressrooms, as Linotype machines and stereotype plates were phased out.
- In the late 1960s, ANPA led the development of computer technology for newsrooms.
- The cost of new presses prompted ANPA's work in the 1970s on new press designs, resulting in the development of a flexographic printing press for newspapers.
- Oil shortages in the 1970s spurred ANPA's development of ANPA-INK,® a non-petroleum based ink.

Technical activities were not limited to laboratory work. In 1962, the Association began offering Technical Advisory Services for member newspapers. In 1965, it established a wide range of technical training programs, and in the early 1970s, with newspapers facing new government regulations from the Federal Occupational Safety and Health Administration, the Environmental Protection Agency and others, ANPA began assembling a staff of industrial hygienists to assist newspapers with environmental matters.

At the same time it has been working to apply new technologies to the newspaper business, the Association has been looking at who else might be using new technology to newspapers' detriment—particularly in the telecommunications field.

In the past two decades, ANPA telecommunications activities have changed focus. Earlier, newspapers were concerned as users about the access to and cost of telecommunications facilities such as telegraphs and telephones. With the introduction of videotex technology, personal computers and the growth of cable television, newspapers also became concerned that these technologies could become competitors.

The Press Communications Committee, established in 1945, became the Telecommunications Committee in 1978. In 1980, ANPA established a Telecommunications Department to keep newspapers abreast of developments of interest to newspapapers.

During this period, newspapers themselves began to experiment with new telecommunications technologies. For example, an ANPA/NAB survey found that some 110 newspapers launched ventures with cable television operators between 1982 and 1984. Most of these involved providing news and advertising texts on the television screen, although some were in video format. Two major newspaper companies, The Times Mirror Co. and Knight-Ridder Inc., also conducted experiments with videotex, an electronic home-information service.

"My fondest memory of serving ANPA is the effort to devise press pool guidelines for covering military actions after the 1983 Grenada invasion. The media-wide committee that I chaired worked with the White House to get a solution."

–William C. Marcil, ANPA Chairman 1982-84

"If the adage is true that all of us are smarter than any one of us, then the unity provided by the industry's great Association brings together fine minds in a way no single individual or newspaper can to provide collective leadership."

–Richard J.V. Johnson, ANPA Chairman 1984-86

"ANPA's work for its members and for their societies in helping to 'preserve the blessings of liberty' has been and will always be our greatest challenge and our greatest contribution. Each of us can be proud to be a part of such a magnificent mission."

–Alvah H. Chapman Jr., ANPA Chairman, 1986-87

Among the first recommendations of the new Telecommunications Committee was a study to determine whether individual newspapers could use small satellite earth stations for wire service and advertising material. They could, and today they do.

ANPA has been especially vigorous during this period in attempting to make sure that telephone companies do not have an unfair competitive advantage in the emerging telecommunications field. In 1981, the ANPA Board adopted the "Diversity Principle," which provides that monopoly telephone companies should not be allowed to own or control the information that flows over their transmission facilities. In 1982, the Justice Department and AT&T settled a longstanding antitrust suit. The settlement, which required AT&T to divest its local Bell telephone companies, contained the Diversity Principle, and the effort to maintain that principle continues today.

During this period of technological change, the development of new collective bargaining strategies became increasingly important. Strike activity, arbitrations, court cases and NLRB complaints increased significantly as jurisdictional and management rights issues were tested beyond the negotiation of collective bargaining agreements. ANPA resources were directed toward providing information to help solve these challenges.

In the modern era, ANPA labor relations activities have changed, expanding to cover the total human-resource management area. What was once the Labor Department and later the Labor and Personnel Relations Department now has the name "Human Resources," as does the corresponding ANPA committee. Today, while the Human Resources Department continues to keep close tabs on labor developments, it also maintains information on a wide range of other employee-relations issues.

Another constant concern of ANPA is newsprint. After a two-year effort by ANPA, the Treasury Department in 1965 issued a new definition of duty-free standard newsprint that allows papermakers sufficient flexibility to do such things as experiment with new and cheaper species of wood and wood substitutes.

As the price of newsprint has risen, the Association has stepped up its efforts to find an alternative to wood in the manufacture of newsprint. In 1979, the International Paper Co., in cooperation with ANPA, produced kenaf newsprint, which was tested at several daily newspapers. In 1982, a study commissioned by ANPA found that the economics could, under certain conditions, justify development of a kenaf newsprint industry in the United States. That same year, ANPA sponsored an International Kenaf Conference. Currently, efforts are being made to get the financial backing for a feasibility study and business plan for kenaf newsprint production in the United States.

As it has in the past, ANPA came to the aid of publishers at a time of tight newsprint supply in the mid 1970s. In 1974, it issued a special report on "Newsprint Conservation Methods." In 1975-1976, when newsprint mill and railroad strikes caught smaller newspapers with dwindling supplies, ANPA put these papers in touch with others willing to lend some paper.

In 1969, ANPA's Newsprint and Traffic departments merged. In addition to its traditional service of monitoring freight rates, ANPA has urged railroads to build super-cushion underframe cars to reduce damage to newsprint in transit and encouraged "piggy-back" services (trailers on railroad flatcars) for shipment of presses.

Although ANPA relinquished much of its involvement in advertising marketing in 1950 when the Newspaper Advertising Bureau became a separate entity, the Association has continued to support efforts to make newspapers a more attractive buy for advertisers. In 1980, the ANPA Board endorsed a voluntary system of Standard Advertising Units and urged its adoption by newspapers. In 1983, the SAU® system was expanded, with ANPA's support, to include a recommended, standard six-column format for broadsheet newspapers.

ANPA also has been active in attempting to stimulate readership. In 1977, it sponsored with the NAB and 14 other organizations the Newspaper Readership Project. The six-year, $5 million-effort investigated why people do or do not read newspapers and what newspapers can do about it.

Readership concerns also are at the heart of ANPA Foundation, started in 1961 as the educational arm of the Association. Today, its major activities are:

- Expanding the Newspaper in Education program. In 1983, ANPA Foundation began, with the cosponsorship of the International Reading Association, the annual National Newspaper in Education Week.
- Improving literacy.
- Supporting and influencing journalism education.
- Encouraging minority employment in the newspaper business.
- Educating the public as to its stake in the First Amendment.

ANPA's own mission was redefined in 1975, when the Convention amended the bylaws to state as the organization's leading purpose: "To advance the cause of a free press." Members also voted to admit non-daily newspapers as members.

The Association has changed in many other ways since the mid-'70s. In 1977, a Training Services Department was established to run the three non-technical training seminars then offered by the Association: Marketing Seminar, Management Development Workshop, and Conference for Young Newspapermen. These offerings were refined and to them were added: Newspaper Training Conference in 1978; Strategic Planning Seminar in 1979; Managing People in the Circulation Department in 1979; Leadership in the Newsroom in 1981; and Promotion Managers' Workshop in 1981. In addition, the Training Department has conducted a number of special training sessions.

In 1979, **presstime** was launched as the monthly journal of ANPA, replacing a variety of specialized bulletins, some of which dated to ANPA's earliest years. The magazine fulfills one of the Association's chief objectives—"to widely disseminate information to and about the newspaper business."

"Today's ANPA is an organization that our founding fathers in Rochester could hardly have imagined—with a membership of 1,389 newspapers, a staff of 164, a budget of $14 million, an efficient headquarters building 25 miles from the U.S. Capitol, and influence that is felt throughout North America and the world," says ANPA Chairman and President Alvah H. Chapman Jr.

"For our part, we can only dream of the shape of the ANPA of the future," he says. "One thing is certain, however. As has been the case since the beginning, ANPA's every activity will be guided by one simple goal: 'To advance the cause of a free press.' " ☐

ANPA directors attending the fall 1970 groundbreaking for The Newspaper Center were (from left, foreground) James L. Knight, Harold W. Andersen, Chairman Richard H. Blacklidge, W. Davis Taylor, General Manager Stanford Smith, Allen H. Neuharth, David K. Gottlieb and Richard C. Steele; (back row from left) Otis Chandler, M.W. Armistead III (obscured), Joe D. Smith Jr., Charles H. Peters, Peter B. Clark and Len H. Small.

Newspapering . . . Why Bother?

BY JERRY W. FRIEDHEIM

A centennial observance is a good time for us to ask ourselves why newspaper people bother to do what they do; and whether what they do matters anyway.

Jerry W. Friedheim

We do bother, of course, because newspapering in all its facets is a vibrant, exciting business filled with talented, thoughtful people dedicated to helping make progress possible.

Newspapering plants its feet on past wisdom and current reality, keeps its wits about it, and focuses on the future.

It's an alerting, involving and informing medium with a scope ranging from courthouse reporting and ad sales to telecommunications researching and satellite transmission.

It's bawdy and bustling. It's intense and innovative. It affects masses. It cherishes individuals.

We sit right in the middle of the information explosion, working hard to serve information consumers so well that at every step of the future's way the information society will remain a free society.

And will our society need us in the future?

Sure. It will need us:

- As a watchdog on government
- As a beacon in a murky world
- As a marketing voice for goods and services
- As a source of entertainment
- As a flagger of the important and the unpredictable
- As a vehicle for sharing the common knowledge that fashions community interest and understanding.

But is all that excitement and challenge enough reason for us to bother?

No, the primary reason is simply because good newspapers matter.

They matter to democracy and to open, enlightened government.

They matter to safety, justice and equality.

They matter to the pursuit of happiness; to the blessings of liberty.

The point is: A strong, free press and a strong, free country are inseparable. You can't have one without the other. No society ever has; none will.

A free press cannot exist in anarchy; it requires social order.

And tyranny cannot exist with a free press operating.

Only we North Americans and a small number of our close allies and friends in this world enjoy a free press; only our societies are what we would call free; only our citizens have real individual liberties.

And that's why newspaper people bother. Because newspapering matters. Newspapers matter.

Friedheim is ANPA executive vice president and general manager, and publisher of **presstime**.

Two former ANPA general managers reminisce. See Essay, p. 56.

ANPA Elected Leaders

William Singerly, Philadelphia Record	1887-1889
James W. Scott, Chicago Herald	1889-1895
Chas. W. Knapp, St. Louis Republic	1895-1899
S. M. Kauffmann, Washington Star	1899-1902
Chas. M. Taylor Jr., Boston Globe	1902-1905
S. S. Rogers, Chicago News	1905-1907
Herman Ridder, New York Staats Zeitung	1907-1911
Bruce Haldeman, Louisville Courier-Journal	1911-1912
Elbert H. Baker, Cleveland Plain Dealer	1912-1914
H. L. Bridgman, Brooklyn Standard-Union	1914-1916
H. L. Rogers, Chicago News	1916-1918
F. P. Glass, Birmingham News	1918-1920
T. R. Williams, Pittsburgh Press	1920-1922
Paul Patterson, Baltimore Sun	1922-1924
S. E. Thomason, Chicago Tribune	1924-1926
John Stewart Bryan, Richmond (Va.) News-Leader	1926-1928
Edward H. Butler, Buffalo Evening News	1928-1930
Harry Chandler, Los Angeles Times	1930-1932
Howard Davis, New York Herald Tribune	1932-1935
Jerome D. Barnum, Syracuse Post-Standard	1935-1937
James G. Stahlman, Nashville Banner	1937-1939
John S. McCarrens, Cleveland Plain Dealer	1939-1941
Walter M. Dear, Jersey City Journal	1941-1943
Linwood I. Noyes, Ironwood (Mich.) Globe	1943-1945
William G. Chandler, Scripps-Howard Newspapers	1945-1947
David W. Howe, Burlington (Vt.) Free Press	1947-1949
Edwin S. Friendly, New York Sun and New York World-Telegram & Sun	1949-1951
Charles F. McCahill, Cleveland News	1951-1953
George C. Biggers, Atlanta Journal and Constitution	1953-1954
Richard W. Slocum, Philadelphia Bulletin	1954-1956
William Dwight, Holyoke (Mass.) Transcript-Telegram	1956-1958
D. Tennant Bryan, Richmond (Va.) News-Leader and Times-Dispatch	1958-1960
Mark Ferree, Scripps-Howard Newspapers	1960-1962
Irwin Maier, Milwaukee Journal and Sentinel	1962-1964
Gene Robb, Albany (N.Y.) Times-Union and Knickerbocker News	1964-1966
J. Howard Wood, Chicago Tribune	1966-1968
William F. Schmick Jr., Baltimore Sun	1968-1970
Richard H. Blacklidge, Kokomo (Ind.) Tribune	1970-1972
W. Davis Taylor, Boston Globe	1972-1974
Harold W. Andersen, Omaha World-Herald	1974-1976
Joe D. Smith Jr., Alexandria (La.) Daily Town Talk	1976-1978
Allen H. Neuharth, Gannett Co.	1978-1980
Katharine Graham, Washington Post Co.	1980-1982
William C. Marcil, Fargo (N.D.) Forum	1982-1984
Richard J.V. Johnson, Houston Chronicle	1984-1986
Alvah H. Chapman Jr., Knight-Ridder Inc.	1986-1987

Association Managers

James S. Metcalfe	1887-1889	Lincoln P. Palmer	1905-1939
G. M. Brennan	1889-1891	Cranston Williams	1939-1960
L. L. Morgan	1891-1892	Stanford Smith	1960-1974
William C. Bryant	1892-1905	Jerry W. Friedheim	1975-

FAR FROM EXTINCT

FRONT-END SYSTEMS

Despite competition from personal computers, larger machines still are needed to handle many jobs in the newspaper business—at least for now

BY ROSALIND C. TRUITT
presstime technical writer

(Editor's note: This article is the third in a four-part series on new electronic prepress technologies and how they are transforming the newspaper business.)

Is the big newspaper front-end system a dinosaur of the high-tech era?

Hailed as a marvel a scant 15 years ago, the familiar system of "dumb" video display terminals tied to a central computer may not survive the personal computer revolution, some experts say.

"Intelligent," compact personal computers are less expensive, generally easier to operate and in some cases more versatile than front-end systems, and some PCs offer speed and data-storage capabilities approaching those of smaller front ends [**presstime**, April 1987, p. 18].

"I don't see much need for front-end systems in the future," says Jules S. Tewlow, director/special projects for Lee Enterprises Inc., who as a member of ANPA's technical staff in the 1960s helped adapt computer technology for word processing and other uses at newspapers.

But despite the competition from personal computers, the majority of newspaper executives interviewed for this article say it is too early to classify the front-end behemoth as a species whose extinction is near.

Those same newspaper executives as well as vendors interviewed by **presstime** believe these so-called "dedicated" systems have a number of years of life left in them before their skeletal parts are consigned to museums. They point out that:

- Large to medium-size newspapers process so much data and must keep track of it on so many different levels that a mass storage device known as a central file server, acting as a kind traffic cop routing data between multiple work stations, will probably be necessary for the foreseeable future.
- Although some newspaper executives like the idea of assembling a system with off-the-shelf PC hardware and software, others say they don't want to be in that position. They see the major front-end suppliers as being better equipped to deliver the technology newspapers will need in the future.
- Although there are exceptions, in most cases it is difficult to "network" more than 30 personal computers.
- Suppliers of front-end systems are working out configurations that allow for the use of personal computers within the systems they market. Such arrangements give newspapers the ability to route large amounts of information to a number of VDTs through a front-end system while using less expensive personal computers as writers' individual work stations.

"Newspapers' needs have changed, and front ends have changed," observes Tewlow. "In the beginning, newspapers had zero sophistication in terms of understanding how computers worked so they needed systems vendors to provide bundled, packaged systems."

Now, he says, many newspapers can approach the purchase of a computer system much the way one would travel down a cafeteria line: selecting the best components from a variety of sources.

Many newspaper executives find themselves in just such a line these days. Some newspapers have 10-year-old front-end systems, although on average such systems last only five to seven years, according to John W. Iobst, ANPA research manager/computer applications.

That being the case, a number of newspaper computer experts or business managers are preparing to replace systems with the latest generation of computers—either with a new front-end system, with a PC system or with a combination of the two.

Nowadays, about a dozen vendors manufacture newspaper front-end systems. Their ranks have dwindled because of competition and consolidation, and those remaining in the field are trying to adapt to the changing marketplace.

"We're not eternal optimists. We see the tide turning," says Stephen E. Nilan, director of marketing for System Integrators Inc., a Sacramento firm that has installed more than 180 front-end systems, primarily at larger newspapers.

SII and several other vendors have expanded in recent months into the area of PC publishing systems.

Craig Bogan, Copley Los Angeles Newspapers

West (left) and Box discuss capabilities of front-end system serving three Copley newspapers.

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Moreover, staff reductions and other expense controls are making the front-end vendors leaner and better able to take on future challenges, their executives say.

That should be welcome news to publishers, says G. Michael Jones, director of information systems for Knight-Ridder Inc. "It is a major concern whether the traditional front-end suppliers will remain viable in this new environment," Jones says. They are needed, he adds, to continue working on the technology that ultimately will lead to newspapers that are produced totally by electronic means.

SHIFTS IN STRATEGY. Vendors of large systems are following a variety of marketing game plans to adapt to the new environment. Nearly all are helping clients work personal computers into front-end systems, substituting an "intelligent" PC for a "dumb" VDT where appropriate. Other vendors are plunging directly into the PC field.

That's not to say the large-system vendors have embraced the personal computer to the exclusion of their own products. The companies maintain that their front ends remain superior to PCs—able to store more information, more secure, more durable, engineered more specifically for newspaper uses. They regard the PC as a component to be integrated into their own product lines, not as a replacement for mainframe systems, particularly for newspapers with circulations of 30,000 or more.

System Integrators is a good example of a company adapting to the changing market. It sells front-end systems with from 32 to 700 VDTs. Last year it acquired desktop-publishing vendor Cadex, so now SII markets PCs as well as front ends.

Front-end vendors also are beginning to target markets beyond newspapers.

Although newspapers account for about 95 percent of System Integrators' business, Nilan says the firm knows not all newspapers are interested these days in the kind of customized systems his company can provide. Thus his firm is seeking customers in other areas, such as the technical-publishing field.

"Newspapers have always been our business, and they're still important to us, but newspapers have awakened to PCs and they realize there are some generic solutions out there they can use. For that reason, they don't have the kind of loyalty to dedicated newspaper vendors that they once had," he says. "There's an opening up of attitudes of newspapers, and they're willing to accept less sophisticated solutions and adapt them to make them work."

Timothy Flaherty, vice president/marketing for Crosfield Data Systems, a division of Crosfield Electronics Ltd., says the parent firm recognized about two years ago that personal computers were beginning to make serious inroads at newspapers.

"Editors pick up a computer magazine and see where they can buy personal computers for about $2,000 each while they see the [front-end] vendor selling work stations for $6,000 to $7,000 or more. They also see they can run standard hardware off the shelf a lot cheaper than specially designed hardware, so they buy it. What often happens, though, is they find the cheaper models don't have the kind of resolution they're used to," Flaherty says.

To assist customers who want the power of a larger system and the flexibility of stand-alone machines, Crosfield works with customers to see how PCs can be used, usually within the framework of the larger, existing system.

Another front-end vendor, Digital Equipment Corp., is re-emphasizing the newspaper business after broadening its market base in recent years.

The ranks of front-end manufacturers have dwindled because of competition and consolidation, and those remaining in the field are trying to adapt to the changing marketplace.

DEC believes it can preserve its share of the market by concentrating on newspapers and making its equipment the central link that ties together its computers and electronic prepress elements from other companies.

In order to do that, the company is expanding its product line. The company has manufactured its VAX minicomputers for about nine years. Earlier this year, DEC announced a new system that links four VAX minicomputers into one, a move the company says gives the four VAXs the computing power and speed of the mainframes offered by other companies, such as International Business Machines Corp.

In addition to linking those four, DEC also introduced the Micro VAX 2000 computer that can stand alone or support up to four directly connected users or 16 users in a network. With 32 bits of memory it is compatible with larger VAX computers, long an industry standard for minicomputers.

Robert J. Farquhar, DEC's director of media industry marketing and a former

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See Dick Hare at ANPA Convention

Front-end terminals are getting easier to use, the vendors say. Emphasis is on one-stroke commands, interactive directories or "menus," and keyboard keys for which users can program an individual use.

newspaper managing editor, says the new products enable the company to provide computer systems to newspapers of all sizes.

Compugraphic Corp. is another front-end vendor that has discovered the merits of PCs. Last year, it introduced the Intrepid II, a PC-based text-editing and classified system for newspapers. Stephen Dupree, senior marketing manager, says that in doing so, the company is responding to customer sentiments that large systems are costly to maintain and do not always perform as advertised.

"Basically, newspaper customers are saying they want more functionality at a lower cost," Dupree says. "Newspapers already have systems, and they know what they will and will not do. (Newspaper) buyers are more sophisticated now than they were in 1973. They don't just accept everything they are told."

He believes that is why newspapers were quick to see personal computers made sense for some applications.

On the other hand, Dupree says not all newspapers are ready to discard a system that is performing adequately. Thus, the Intrepid II system was designed to run in a network with existing computer systems.

Atex Inc., which together with Eikonix Corp. form Eastman Kodak's electronic prepress business, also endorses using personal computers in conjunction with front ends "where it makes sense, primarily as remote units," says Allen P. Carney, director of systems marketing.

However, he says, the company still thinks its VDT system is more cost-effective in the long run and allows for easier connection of remote terminals to the mainframe computer.

"What we (Atex) have today is a mature, proprietary system capable of performing a variety of functions and with an excellent response," Carney says. "I have seen some PC networks with good performance in a variety of functions, but they have some built-in liabilities that are not at all trivial."

The "liabilities," he says, include queues that have been known to purge themselves accidentally of text. "I question whether a newspaper such as The New York Times would accept an editorial solution that didn't include a centralized database for all files."

ENHANCEMENTS MADE. Although the front-end vendors find themselves spending a lot of time these days defending their products against the PC onslaught, that's not the sole focus of their energies.

Operating under the philosophy that the best defense is a strong offense, the companies continue research and development efforts, adding even more "bells and whistles" to their systems.

Front-end terminals are getting easier to use, the vendors say. The emphasis is on one-stroke commands, interactive directories or "menus," and keyboard keys for which users can program an individual use. Split screens that allow the simultaneous viewing of two or more files are now standard, and the screens themselves are easier to read and are available in larger sizes.

Front-end companies and newspapers say response times are faster, even when there is a huge demand on a computer system such as on a Friday afternoon when large numbers of classifieds are processed for the Sunday edition.

Pagination continues to be a central focus of the research-and-development efforts of front-end vendors, who claim their large systems are better suited to offer the integration necessary to combine text and graphics.

Walter R. Schudel, marketing director for Crosfield Electronics, observes that editorial systems, typesetters and platemakers once performed in their own orbits. That is no longer the case, and he believes the necessity for integration of various electronic components points to the need for a front-end or host system.

"A coherent, centralized approach obviously will make it easier for all the various factions . . . (to) come together," Schudel says.

Crosfield last year acquired Hastech Inc., a front-end and pagination vendor that caters to small and medium-size newspapers, and Composition Systems Inc., a supplier of systems with 50 or more terminals. This move enables Crosfield to offer front-end systems as well as color and graphics equipment for a total pre-press product.

Digital Equipment also believes in the necessity for integration. But rather than integrate within a company, DEC says it wants to serve as the "integrator" for the systems of various companies.

DEC's Farquhar says the company has made an effort in recent years to talk with newspaper editors to find out what they want in a system. And the one thing many

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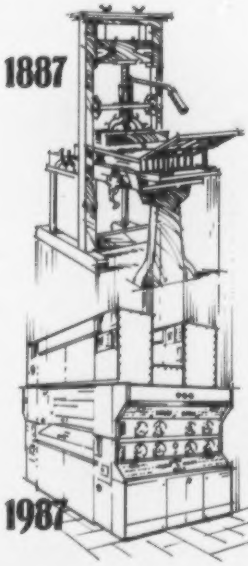

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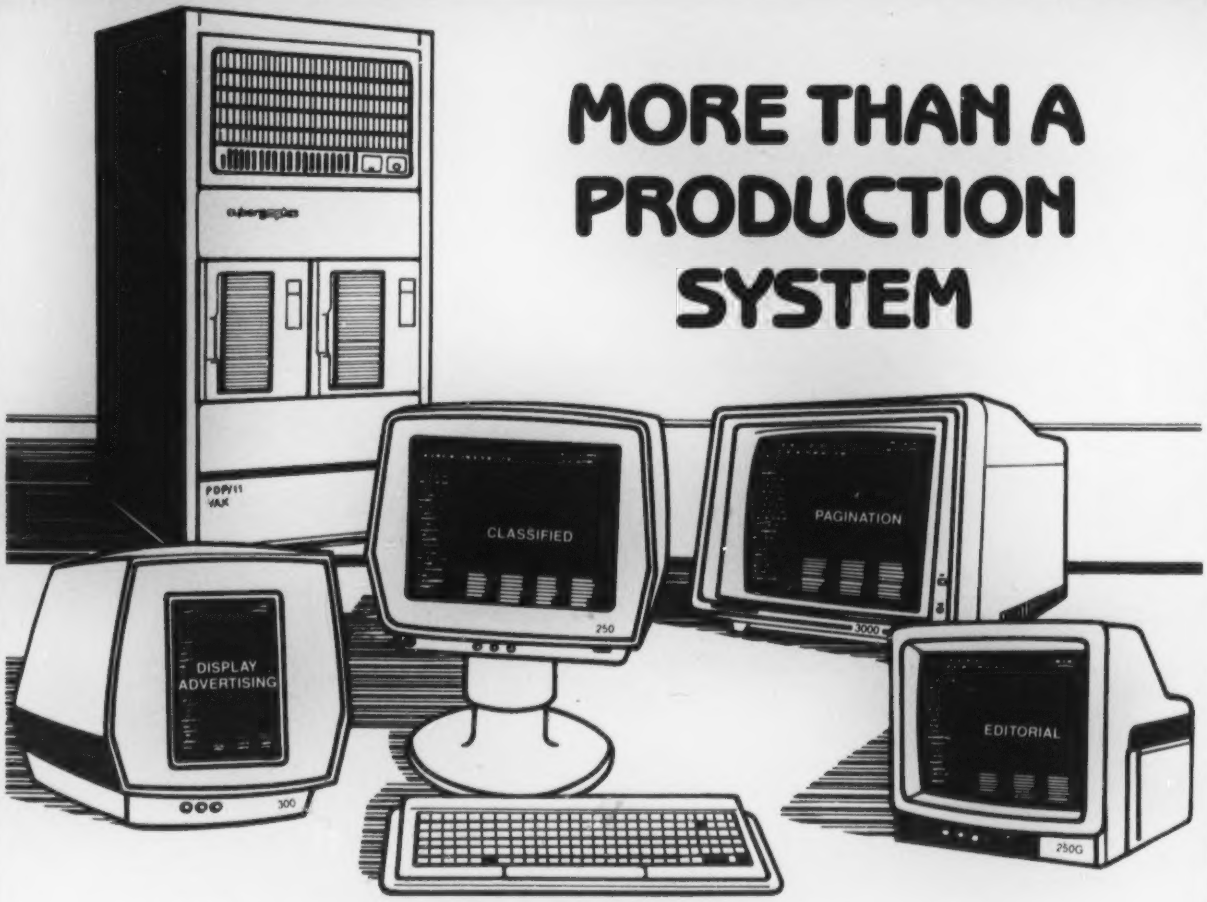

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"The industry is looking for leadership to integrate pagination capabilities for editorial use, to integrate display advertising with classified, (and) the circulation department with the mailroom. At present, those various departments can't talk with each other, and they should. Networking is more than just connecting computers. It would be valuable for various departments to share information," he says.

To accomplish that end, DEC is advocating an "open architecture" for equipment that would allow standardized equipment to be developed. "Architecture" refers to the way hardware and software are constructed. "We want to be the glue that holds everything together," Farquhar says.

In other research-and-development efforts, SII is trying to come up with a distributive operating system that Nilan says would be the "backbone" for a large-scale operating system. As envisioned, the system would store data in several different locations rather than in one central unit—enhancing speed and reducing the danger of losing information in a computer snafu.

The vendors also are working to prevent system-wide crashes, which in the best of situations slow down production and in worst-case scenarios result in lost copy. The equipment being manufactured is increasingly "fault tolerant," they say, and redundant connections to central processing units are protecting important information.

PURCHASES CONTINUE. The vendors continue research and development because they believe a market remains for their products. And, indeed, newspapers continue to purchase front-end systems.

In recent months, for example, SII has sold a 90-terminal editorial/classified advertising system to the Vindicator in Youngstown, Ohio, and a similar system with 110 terminals to The Bakersfield Californian.

The Evansville (Ind.) Press and The Evansville Courier will share a 40-terminal Atex Series 6 editorial system. Another recent Atex buyer is The Jersey Journal of Jersey City, N.J., which chose a 42-terminal system for editorial and advertising use.

Large systems are also being purchased to support the editorial and advertising needs of a group of smaller publications that independently wouldn't need such an elaborate system.

Three Copley Newspapers in California—the Daily Breeze of Torrance, the Outlook of Santa Monica and the News-Pilot of San Pedro, all of which are printed in Torrance—are sharing a 192-terminal SII editorial and classified advertising system.

Roland B. West, manager of information systems for the three newspapers, says that logistically, one system for the three newspapers made sense. The system coordinates data between the Santa Monica and San Pedro locations and Torrance and also keeps track of which stories go into which newspapers.

"We've been very pleased with the new system so far. It's functioned beautifully," says James M. Box, editor of the three newspapers. Since its installation late last year, "response time has been very high even on our high-volume days."

Personal computers are used in one of the newspapers' remote bureaus as well as in business, circulation and other departments.

Whether a newspaper chooses to go the route chosen by the Copley papers is an individual decision made according to individual needs, of course.

But James D. Hitchman, vice president/production of Ottaway Newspapers Inc., observes that the heightened competition between front-end vendors and personal computer manufacturers is healthy for the newspaper business. It encourages both sides to keep improving their products and ultimately will lead to the all-electronic newspaper many editors want, he says. ☐

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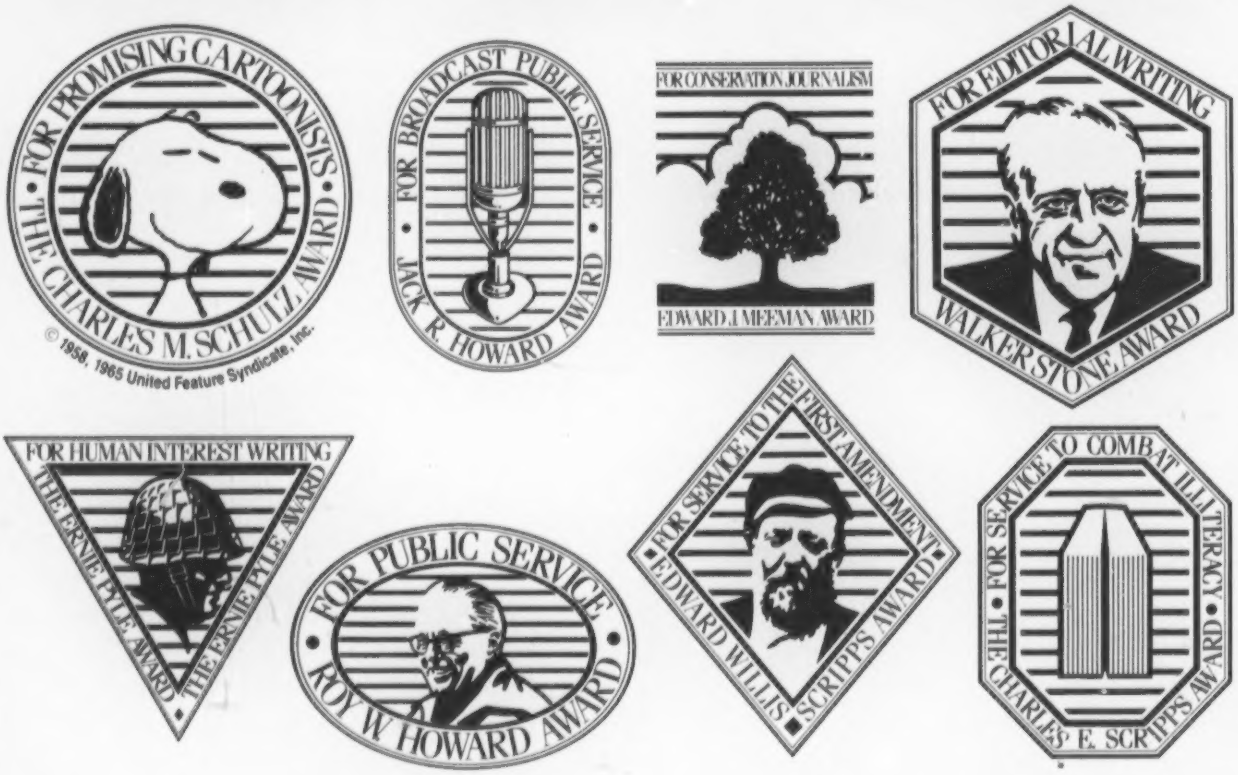

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The Walker Stone Award for editorial writing: Mary Cantwell, The New York Times, for eloquent editorials on various topics.

The Edward Willis Scripps Award for service to the First Amendment: The Indianapolis News for determined reporting and legal action that opened the decision-making process of the Indianapolis City-County Council to public scrutiny.

The Charles E. Scripps Awards for efforts to combat illiteracy: El Paso Herald-Post (newspaper division) for its "Year of the Printed Word" literacy project, and WXYZ-TV, Detroit (broadcast division) for extraordinary effort in instructional programming for illiterates.

The Roy W. Howard Awards for public service: The Pittsburgh Press (over 100,000 circulation) for detailing medical and addiction problems among commercial airline pilots, and The Ledger, Lakeland, Fla. (under 100,000 circulation) for an investigation leading to the ouster of a county sheriff.

The Charles M. Schulz Award for most promising cartoonist: V. Gene Myers, Glen Ridge, N.J.

The Edward J. Meeman Awards for conservation journalism. The Seattle Times (over 100,000 circulation) for exposing safety and security problems in nuclear weapons production, and The Morning Advocate, Baton Rouge, La. (under 100,000 circulation) for its series "Vanishing Wetlands."

The Jack R. Howard Awards for broadcast public service: WXFL-TV, Tampa (television, large markets) for a documentary on the breakdown of a healthcare delivery service; WBRZ-TV, Baton Rouge, La. (television, small markets) for its report on irregularities in awarding minority road development contracts; KMOX, St. Louis (radio division, large markets) for its documentary on how medical incompetence is covered up; and WJYY, Concord, N.H. (radio division, small markets) for reaction coverage of the Challenger disaster.

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A Twist To The Usual Organization Chart

Four daily newspapers have put their editors in charge of circulation in an effort to make them more aware of who their readers are

BY GENE GOLTZ
presstime staff writer

At least four daily newspapers in the United States have editors who are in charge of the circulation department as well as the newsroom. The intent is to make the editors more cognizant of who their readers are.

The newspapers are two owned by Lee Enterprises Inc.—the Decatur (Ill.) Herald and Review (morning, circulation 45,300) and The Billings (Mont.) Gazette (morning, 57,620); and two owned by Knight-Ridder Inc.—The Philadelphia Inquirer (morning, 504,946) and the Philadelphia Daily News (evening, 252,150).

Editors and publishers at all four say the system means a lot of extra work for the editor, and that it probably would not be suitable for every newspaper. But they also say it can be an effective twist to the traditional organization chart at a newspaper.

For example, Editor Richard J. Wesnick says The Billings Gazette increases single-copy readership through constant communication with the circulation department.

He says he confers with the circulation department almost every day.

"In some instances where we have an opportunity to promote a story of particular interest in a circulation area, we've bought radio time in outlying towns," Wesnick says. "We have seen increases of 300 to 500 single copies (some days) as a result."

Circulation at all four newspapers has shown a slight but steady decline in recent years. The editors say, however, that the declines are due to the economy and other factors that cannot be arrested by the combined circulation-editorial system.

The first of the four papers to adopt the system was the Decatur Herald and Review in 1984 when Publisher Wayne E. Schile told his editor, Thomas L. Blount, he thought Blount's salary ought to be based partly on circulation figures. Blount, who always had been interested in circulation, replied that if he were to be responsible for it, "I wanted a lot more control over circulation than I had."

Two years after Schile started the editor-circulator system in Decatur, he moved to Billings and installed it at the Gazette.

Blount says that under the editor-in-charge system, Decatur's news and circulation departments, while not combined, work much closer together than is the industry norm. On the day he was interviewed by **presstime**, for example, he had scheduled a two-hour meeting between newsroom and circulation supervisors to talk about subscriber retention.

Editor Stalberg says he devotes at least half his time to circulation.

In both Decatur and Billings, a circulation representative sits in on the daily story conference. The circulation department representative is asked which story is likely to be most important for readers in a particular zone, and promotion "teasers" are planned accordingly.

At the two Lee papers, the circulation manager reports to the editor, enabling the editor to keep track of circulation matters. But the nuts-and-bolts aspects of distribution are left to the circulation manager.

In Philadelphia, on the other hand, the editors have been taking more of a hands-on approach since circulation was put under their purview last September.

For example, Inquirer Executive Editor Eugene L. Roberts, who is also president of Philadelphia Newspapers Inc., goes out into the circulation field offices and meets with district managers, supervisors and individual carriers. "He has worked his way through every aspect of the circulation department to date," says Arthur W. Howe, circulation marketing manager for the Inquirer.

Zachary Stalberg, senior vice president and editor of the Daily News, says he probably spends at least 50 percent of his working day on circulation matters. He says he would not be able to handle both circulation and editorial without capable subordinates in both departments who take on much of the burden.

The combined-job system works well, he says, because the Daily News is a tabloid with 75-percent street sales, and editors there always have had to consider what stories would sell on the street.

100

And still making headlines.

Congratulations ANPA on your 100th birthday... It's been a century of progress for newspapering, and the ANPA has always managed to stay ahead of the times. We appreciate that kind of forward thinking at Paddock Publications. We're 115-years-old ourselves. But you'd never know it by looking at the new "reader friendly" Daily Herald. Bright, colorful, inviting, it's setting the pace for a whole new generation of newspaper publishing. Best wishes ANPA and take heart–you can be well past 100 and still turn a lot of heads.

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Wednesday
Showers Likely
Zany News
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Reagan: Geneva talks may break ice
Daily Herald
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McMahon back; Bears s
Business
2
west businesses scrape the sky

"We've always made editorial decisions on getting the reader's attention," Stalberg says. The paper regularly posts circulation figures on the newsroom bulletin board. "It's almost a measure of how well you've done that day," he says.

Sam S. McKeel, publisher of the Philadelphia dailies and chairman of PNI, says it was a "short and natural step" to have the editors turn their attention to circulation. At the same time, he says the system at the Philadelphia dailies is still evolving.

For example, major circulation problems have taken what McKeel calls an inordinate amount of the editors' time. The problems resulted largely from installation of new equipment in the mailroom and loading docks [**presstime**, April 1987, p. 64].

In addition, the newspapers' circulation zoning structures were rearranged, with several neighborhood zones added. "It made the whole delivery and packaging problem complex," McKeel says. Roberts and Stalberg have had to do "an awful lot of direct circulation management."

Breaking down departmental barriers and making newsrooms more sensitive to reader interests were hallmarks of the 1976-83 Newspaper Readership Project sponsored by 16 newspaper associations [**presstime**, April 1983, p. 4]. However, executives at Lee and in Philadelphia say they arrived at their systems independently and that the NRP had little or no effect on their decision to correlate circulation with editorial.

The newspapers arrived at their systems independently, and the 1976-83 Newspaper Readership Project had little or no effect on their decision to correlate circulation with editorial.

Whether other newspapers may decide to adopt such a setup is unclear.

Although no plans are afoot to adopt the editor-circulator system at other Lee newspapers, the company's director of circulation, Steve Miller, says "it does merit consideration" by any newspaper.

Some editors, such as Bill Kovach of the Atlanta Journal and Constitution, question the advisability of the two-hat arrangement. "It would be a superhuman job trying to do both. Even if you delegated a lot of the authority," he says, "just trying to stay on top of the issues would be an enormous job."

But Michael G. Gartner, editor of The Courier-Journal in Louisville and immediate past president of the American Society of Newspaper Editors, takes a more positive view. "I think if an editor is good and smart, of course he could run circulation, too," he says. "It's not necessarily two full-time jobs. You assign responsibility; you delegate authority." ☐

FROM WASHINGTON . . .

"As a patient, I'd sometimes like to be able to read my prescriptions. So would a lot of pharmacists.

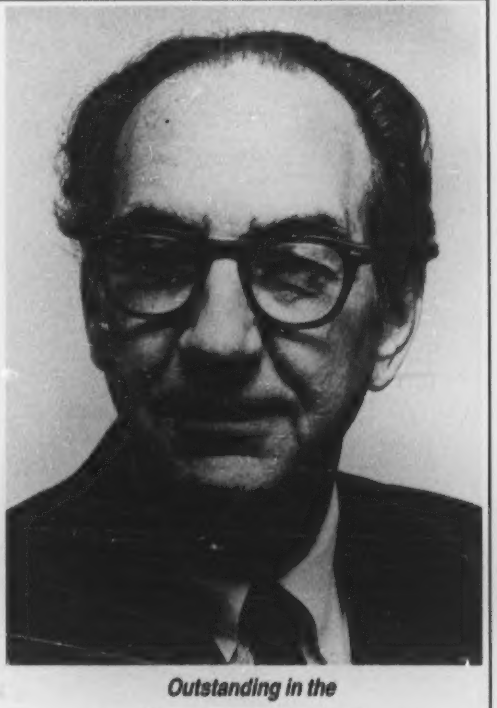
"Pharmacists, nurses and other doctors have been complaining about some doctors' bad handwriting for decades. Last year Georgetown University Drs. Karen White and John Beary got tired of trying to read patients' charts for a quality-assurance study they were doing, so they made a survey to assess the overall legibility of their hospital's records.

"They randomly selected 50 sets of notes written by attending physicians and residents caring for internal-medicine outpatients. Each set of notes was then independently judged by two physicians.

"Sixteen percent of all that was written was illegible, on the average. A full 52 percent of the text in one report was impossible to decipher. On the average, little more than half the reports were generally 'comprehensible.' Eight out of 10 doctors' signatures were illegible.

"In a letter to The New England Journal of Medicine, White and Beary concluded that 'a considerable portion of most handwritten medical records are illegible. . . . The price we pay for illegibility includes lower quality of care, a waste of professional time, potential legal problems and a waste of resources in duplicating data' that can't be read."

—By Victor Cohn of *The Washington Post*



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THE $10,000 1987 EUGENE C. PULLIAM FELLOWSHIP EDITORIAL WRITING AWARD

The Sigma Delta Chi Foundation is pleased to announce the 1987 Pulliam Fellowship, which honors an editorial writer by helping to broaden journalistic horizons and knowledge of the world.

The $10,000 award will be used by the recipient to study in a field of interest, to travel either in the United States or abroad, or both. The Fellowship is designed to increase the writer's understanding so that he or she might better serve the reading public.

The 1986 recipient was Jonathan Freedman of The Tribune, San Diego, California.

To qualify for the Fellowship, applicants must have at least three years of full-time editorial writing experience.

Each applicant must submit: 1) A personal biography; 2) A summary of professional experience; 3) Five samples of editorials or editorial series; 4) Your plans for using the award; 5) A letter of endorsement from your employer.

Send your application to: Pulliam Fellowship, Sigma Delta Chi Foundation, 53 W. Jackson Blvd., Suite 731, Chicago, IL 60604. Deadline for entries is September 4, 1987.

The Fellowship honors the memory of Eugene C. Pulliam (1889-1975), who was publisher of The Arizona Republic, The Phoenix Gazette, The Indianapolis Star, The Indianapolis News, The Muncie Star, The Muncie Press and The Vincennes Sun-Commercial. He was also one of the founders of Sigma Delta Chi in 1909.

The award is made possible through a grant from Mrs. Eugene C. Pulliam.

SIGMA DELTA CHI FOUNDATION

George W. Wilson

Small-city newspaper executive has national clout

BY MARGARET GENOVESE
presstime staff writer

The Concord (N.H.) Monitor is a small newspaper (circulation 21,479) in a small city (population 30,902) that has made a big splash in national newspaper circles recently.

Its editor was named Editor of the Year in December by the National Press Foundation. One of its reporters made headlines in January when he refused to testify in a murder trial. The newspaper itself is involved in a pending federal court case that will decide whether reporters are "professionals" under the Fair Labor Standards Act.

And this month, its president will be nominated to become chairman and president of ANPA.

George W. Wilson says he decided long ago that "it really isn't necessary to seek out a larger arena to sample some of the pleasures and delights—and the disappointments—that journalism offers. I thought that if I stayed in one small newspaper in a small city and worked hard at it, as time passed I might see most of those things pass through this community."

Although Wilson has made his name in the newspaper business in New England, he was born in Norfolk, Va., and raised in Aiken, S.C.

Wilson first experienced New England living as an undergraduate at Harvard University. To earn enough money to continue his education, he took a three-year break after his sophomore year and went to Washington, D.C., where he worked during the day in the U.S. Senate mailroom and at night as an auditor at a hotel.

Toward the end of the three years, Wilson secured a job—as a "copy girl," he says—in what was then the women's department at The Washington Post. He later moved to the city desk as "copy boy."

While in Washington, Wilson met his wife-to-be, Marily Dwight, whose family owned the Transcript-Telegram in Holyoke, Mass., and a half-interest in the Greenfield (Mass.) Recorder. After their marriage and his 1962 graduation from Harvard with a degree in American government, Wilson went to Concord, where the Dwights had purchased the Monitor the year before.

His initial job was advertising sales, but Wilson says, "whenever I got a spare moment, I wrote news stories and took photographs." Even as he assumed more and more management responsibilities, he gravitated toward news. He even figured a way to cover the 1964 and 1968 political conventions, as a stringer for NBC News.

By 1968, he was general manager of the Monitor. In 1974, he attended the Harvard Graduate School of Business Administration's Program for Management Development, and later that year was named publisher and president of the Monitor. He relinquished the title of publisher earlier this year but remains president.

Wilson also serves as president and chief executive officer of Newspapers of New England Inc., the umbrella company formed by the family in 1978. Since then, the company has expanded its holdings, assuming complete control of the Greenfield daily and purchasing a fourth daily, the Valley News in Lebanon, N.H. Last year, it established a weekly newspaper division, purchasing weeklies in Peterborough, N.H., and in Mansfield and Sharon, Mass.

Of all the publishers he knows in the Northeast, says K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass., "George Wilson is the best there is, period."

Wilson is a "scrapper," says Low, pointing to the two court cases in which the newspaper has recently been involved.

As he looks forward to assuming his new ANPA role, Wilson says the newspaper business' biggest challenge is to maintain the "national treasure" that is newspapers' reporting capability. "Anything that can be done to transfer resources from the more mechanical aspects of our operations to improving our news-gathering and reporting functions are matters of highest priority."

When he takes the gavel at the end of ANPA's 100th Anniversary Convention in New York City, among those in attendance will be Wilson's father-in-law, William Dwight Sr., 83, who was ANPA president in 1956-58.

The Wilsons have three children: a daughter who is a reporter for the Associated Press in Nashville, a son who recently graduated from college, and a daughter who is a college sophomore.

A three-sport athlete in high school, Wilson, 50, has a wide variety of interests outside the family business, among them, hiking, sailing, tennis and scuba diving.

He also serves as a director of The Washington Post Co. Wilson says he feels "right at home" in his visits to the Post.

"There's all the world of difference between a metropolitan daily like The Washington Post and a community newspaper like the Concord Monitor, and for all those differences, the similarities are astounding.... We really deal with the same kinds of challenges and the same kinds of problems and the same kinds of frustrations," he says.

The Post's publisher, Donald Graham, says of Wilson: "I think people of all size newspapers are going to find (that) in George, ANPA is going to have a chairman and president who understands the problems facing newspapers as well as anybody who has ever done the job." ☐

Before Lincoln became a monumental success.

The Lincoln Memorial assembly, 1919

Stockbridge, Massachusetts' Daniel Chester French. He sculpted the seated Lincoln—a figure so majestic it immortalized not only the man it was built to commemorate, but also the sculptor himself.

But years before French put Lincoln in his place, The Boston Globe was in place covering all the important news issues of the day.

From the unveiling of political figures to the covering up of political scandals. From racial suffering to women's suffrage. If it was being talked about, you could also read about it in The Globe.

Which is why long before people from all over the world came to see French's Lincoln, people from all over New England were reading The Boston Globe.

The Boston Globe

[illegible]

[illegible]

Two Former Chiefs of Staff Reflect on 36 Years at ANPA

(Editor's note: Cranston Williams was general manager from 1939-1960. He lives in retirement with his wife, Caroline, in Lynchburg, Va. Stanford Smith was general manager from 1960-1974. He and his wife, Martha, are retired and live in Satellite Beach, Fla. At **presstime's** *request, these veteran ANPA executives presented the following views and reminiscences of ANPA.)*

Helping newspapers during World War II was one of many challenges

BY CRANSTON WILLIAMS

Cranston Williams

Early in life, I found there was no limit to the good a man could do if he didn't care who got the credit. I will use "I" often in this piece, but it is not ego.

High spots I remember from my 21 years as ANPA general manager were:

- Put strike insurance into operation in 1939
- Served ANPA members and all newspapers—daily and weekly—throughout World War II to assure a newsprint supply without government control through rationing. From the beginning of the war in 1939 to its end in 1945, no newspaper suspended publication solely for lack of newsprint.
- Brought the Research Institute into being at Easton, Pa.
- Operated an office in Chicago to serve members in labor matters; provided a service to supply personnel to publish newspapers when a union struck in a city where there was police protection
- Defended ANPA and member publishers against federal antitrust charges in operating "recognition" system of advertising agencies

(New advertising agencies would apply to ANPA and other trade associations for "recognition" so they could qualify for the commission granted by newspapers to agencies. A 1956 consent agreement entered into by ANPA and the Justice Department ended the case.)

- Operated with the Pressmen's Union an international arbitration-agreement program to which local arbitration awards could be appealed
- Changed the ANPA dues system to one based on a newspaper's circulation and national advertising rate. Previously, it had been based on the number of typesetting machines at a newspaper and on a paper's national rate, even though members publishing mornings and evenings used the same machines for both editions.
- Established the first retirement program for ANPA staff.

Some of the other things done by ANPA during my years included operating a scrap-metal drive and a scrap-paper drive to help the war effort, and representing newspapers without lobbying status before congressional committees by getting a publisher to ask a senator or House member to see me. It eliminated my having to approach the legislator.

ANPA had no television and radio department, but we helped those newspapers that owned TV and radio stations to set up their own group.

Our entire staff was retained when I reported to ANPA on July 1, 1939. I had no person to bring with me from my previous employer, the Southern Newspaper Publishers Association.

I told the ANPA staffers I would keep them, and that helped me get 200-percent support as a newcomer. But I had some trouble getting employees born in Brooklyn or the Bronx to understand my pronunciation when I installed dictating machines to replace stenographers taking personal dictation.

ANPA, through me, helped the then-War Department set up a public relations unit preparing for our entry into World War II and devising censorship rules, as the department had no records of what was done in World War I. We assisted in bringing to the War Department people with newspaper experience.

There are many other remembrances, of course, like what I found in the way of newspaper publishing in New York City when I began working at ANPA headquarters there.

Nearly a dozen dailies were being published in the city then, and I became secretary of the New York City Publishers Association—without knowing that it would become another job for me.

Now for some personal statistics. When I retired in 1960, I had spent 54 years in newspaper work except for four years at Emory College, two years in the Army (one year of which was in France commanding a machine gun company), and five years in Washington, D.C., as secretary to a U.S. senator from Georgia. I was in daily newspaper association work for 36 years—from 1924 to 1960.

I have lived 91 years of ANPA's 100 years of existence. ☐

> ANPA, *through me, helped the then-War Department set up a public relations unit preparing for our entry into World War II and devising censorship rules.*

Fighting for the well-being of newspapers is good for the soul

BY STANFORD SMITH

> *If anything was clear to the ANPA leadership in the early 1960s, it was the need to adapt new technology to newspaper publishing.*

In it's 100-year history, ANPA demonstrated remarkable stability while maturing as a major force in the entire field of journalism. ANPA remained true to its founders' goals by adapting its programs to meet changes in the society served by its members.

In retrospect, my 15 years as general manager collapse into a collage of pleasant memories such as:

- Cordial, loyal, appreciative members who almost unfailingly responded to ANPA requests for information or legislative alerts
- A stream of giants of journalism who served on the ANPA Board of Directors and set policies that enabled the staff and committees to act with certainty of purpose
- A loyal professional staff, highly competent and dedicated to the goals of ANPA
- A whole series of mostly adversarial hearings before an ever-increasing number of federal regulatory bodies trying—for the most part unsuccessfully—to impose some kind of controls on newspaper operations.

For some people, the last item would not be regarded, even in retrospect, as pleasant. Not so for me. A fight for what one regards as fundamental to the welfare of journalism and the nation itself is good for the soul.

Whatever ANPA accomplished in my tenure stemmed from the combined efforts of all those identified above. Cranston Williams had modernized the Association's operations and imbued the staff with a dedication to serve every member to the best of our ability. I had seven years' experience on that staff before his retirement. But new challenges then faced us.

Membership. In a moment of sheer determination, I announced through Editor & Publisher magazine a goal of a membership of 1,000 daily newspapers (the membership then was just over 800). We needed more members to strengthen our voice in Washington where we were facing new and different problems.

With support of the Board, we added a full-time membership representative to call on both present members and prospective members to make profitable use of ANPA services. It paid off, and we soon reached the 1,000 goal and went on to about 1,200 before my retirement.

Stanford Smith

New Technology. If anything was clear to the ANPA leadership in the early 1960s, it was the need to adapt new technology to newspaper publishing. It was not only the acute labor union problems typified by the then-powerful ITU but also the rising cost of everything associated with producing and distributing newspapers. We attacked these problems with the aid of a Scientific Advisory Committee of outstanding men of science, a contract with the Electronic Systems Laboratory at Massachusetts Institute of Technology and an internal reorganization of the ANPA Research Institute.

The interplay of these actions along with the undertakings of many newspapers and supplier companies resulted in major changes in the way newspapers are produced. It would be impossible to produce today's high quality newspapers with the technology used in the early 1960s.

Labor Relations. ANPA had always placed a high priority on assisting its members in their relations with newspaper labor unions. With the death of George N. Dale, we appointed Mike Patrone to head the ANPA labor-relations activity, and the result was a rapid upgrading of the service along with an increased level of communications with the heads of the international unions.

Meanwhile, the emerging technology was greatly strengthening the hands of publishers in their determination to continue to serve their readers and advertisers regardless of the actions of any labor union.

Without such determination on the part of publishers, newspapers and their readers and advertisers would have suffered severe losses. ANPA played a major role on the national level and frequently in individual newspaper crisis situations.

International Affairs. ANPA had been involved early in the organization of the International Federation of Newspaper Publishers, or FIEJ, but in its early days FIEJ seemed to be mostly a social organization. The rapid advance of new technology and the fact that its impact was worldwide led a few far-sighted publishers, both in Europe and North America, to see the need for newspapers to play a bigger role at the international regulatory level to assure uninhibited use of new technology for the transmission of news and pictures by the news services, newspapers and other media.

When the Europeans asked ANPA to designate me to organize a new entity for that purpose (over my objections that I was no expert on telecommunications technology), the ANPA Board instructed me to take on the mission. The result was organization of the International Press Telecommunications Council, which I headed for its first two years and which now is well-recognized and highly regarded in telecommunications technology circles throughout the world. Today ANPA is playing a bigger role than ever in this vital work.

The Newspaper Center. Moving ANPA headquarters from New York City to the Washington, D.C., area was a major step taken during my tenure. Many alternatives were considered, and Board members made many trips in the course of the investigation which led to the move to Reston, Va. The impetus was not just cost-effective operations in a different environment but also a recognition that the Nation's Capital had become a much more important element of ANPA activity. The effects of the move were just as had been anticipated—increased efficiency, improved cost control and effective service to the membership.

This move led to the accomplishment of one of my personal goals not achieved during my tenure—namely, improved coordination among the many associations in the newspaper business. This has now been achieved through The Newspaper Center.

For this and the many other current accomplishments of ANPA, this former general manager warmly congratulates the officers, directors, members and staff. ☐

REGULATIONS

OSHA focus on Pa. newspapers finds 'serious' violations

Pennsylvania newspapers apparently have been targeted for safety inspections by the federal Occupational Safety and Health Administration. And, according to an ANPA environmental expert, the inspections have drawn fines for violations classified by the agency as "serious."

Richard W. Neergaard, ANPA manager/environmental services, said he knows of at least four Pennsylvania papers that have been inspected by OSHA within the past year. The inspections have been routine or "programmed" inspections, rather than inspections prompted by an incident or complaint.

Neergaard also said an OSHA official indicated to him that the newspaper industry "is at or near the top" of the list of industries targeted for routine inspections in his section of Pennsylvania.

According to Neergaard, newspapers have been cited for: failure to maintain a "hazard communication" program; operating a Goss Urbanite press without ink train roller guards; operating a press folder without guards covering "nipping" rollers and with a partially unguarded drive shaft; operating compressors with unacceptable protective covering of the drive belts and pulleys (even though the guards in place at the time of the inspection were original equipment); partially blocked aisles and exit doors; and miscellaneous electrical hazards.

He said OSHA proposed fines of $200-$300 per violation.

All four OSHA area directors in Pennsylvania refused to comment on whether newspapers rank high on their list of firms scheduled for inspections. The rankings are confidential, they said.

However, William K. Mason, acting director in OSHA's Pittsburgh office, said newspapers and other printing concerns are on the state's "high-hazard" list.

One violation was lack of roller guards.

OSHA targets industries for safety inspections based on their lost-workday injury rates, compiled by the Labor Department's Bureau of Labor Statistics. OSHA looks at newspapers nationally and by state.

Industries with lost-workday injury rates above 3.4 per 100 full-time workers, either nationally or in a state, go on the high-hazard list, according to Joseph J. DuBois, director of OSHA's Office of Data Analysis in Washington, D.C. The number 3.4 is chosen because it is the lowest lost-workday injury rate for the entire private sector in the past five years, he said.

Nationally, the newspaper business had a lost-workday injury rate of 2.8 per 100 full-time employees in 1985. Therefore, said DuBois, the newspaper business will only appear on lists in states where the newspaper average is above 3.4.

Each OSHA area office receives an annual list of the high-hazard industries in the state. The area office then sets up an inspection schedule. Establishments inspected one year generally will not be inspected again for another two or three years. □

Detroit JOA hearings to start Aug. 3

A federal administrative law judge set Aug. 3 for the start of the public hearing into the application of Detroit's two daily newspapers for a joint operating arrangement (**presstime**, April 1987, p. 42).

The Detroit Free Press and The Detroit News had proposed a starting date of June 1. "We would have preferred it sooner; the newspapers are losing a lot of money. But it's nice to have a date we are moving toward," said Lawrence J. Aldrich, attorney for Gannett Co., owner of the News.

Meanwhile, unions at the Detroit papers are looking into the possibility of an employee purchase of the Free Press, the newspaper said to be "failing" and requiring a JOA to survive. However, David Lawrence Jr., publisher and chairman of the Free Press, said "we see nothing that seems to make it a financially feasible possibility." □

ANPA critical of EPA proposal on chemical reporting

ANPA has criticized a proposal by the Environmental Protection Agency to require companies that make, store or use hazardous chemicals to file reports with state and local emergency planning personnel.

The Association said compliance with the plan would become "prohibitively expensive" for newspapers. It suggested an alternative to full compliance for "low-hazard" companies like newspapers.

The Emergency Planning and Community Right-to-Know Act was enacted by Congress last year as part of the Superfund reauthorization legislation.

In March 30 comments to the EPA, ANPA suggested that instead of requiring new forms to be used for reporting to fire and health officials, the government require newspapers to submit the material safety data sheets and chemical product lists they already must maintain under the Occupational Safety and Health Administration's "hazard communication" program.

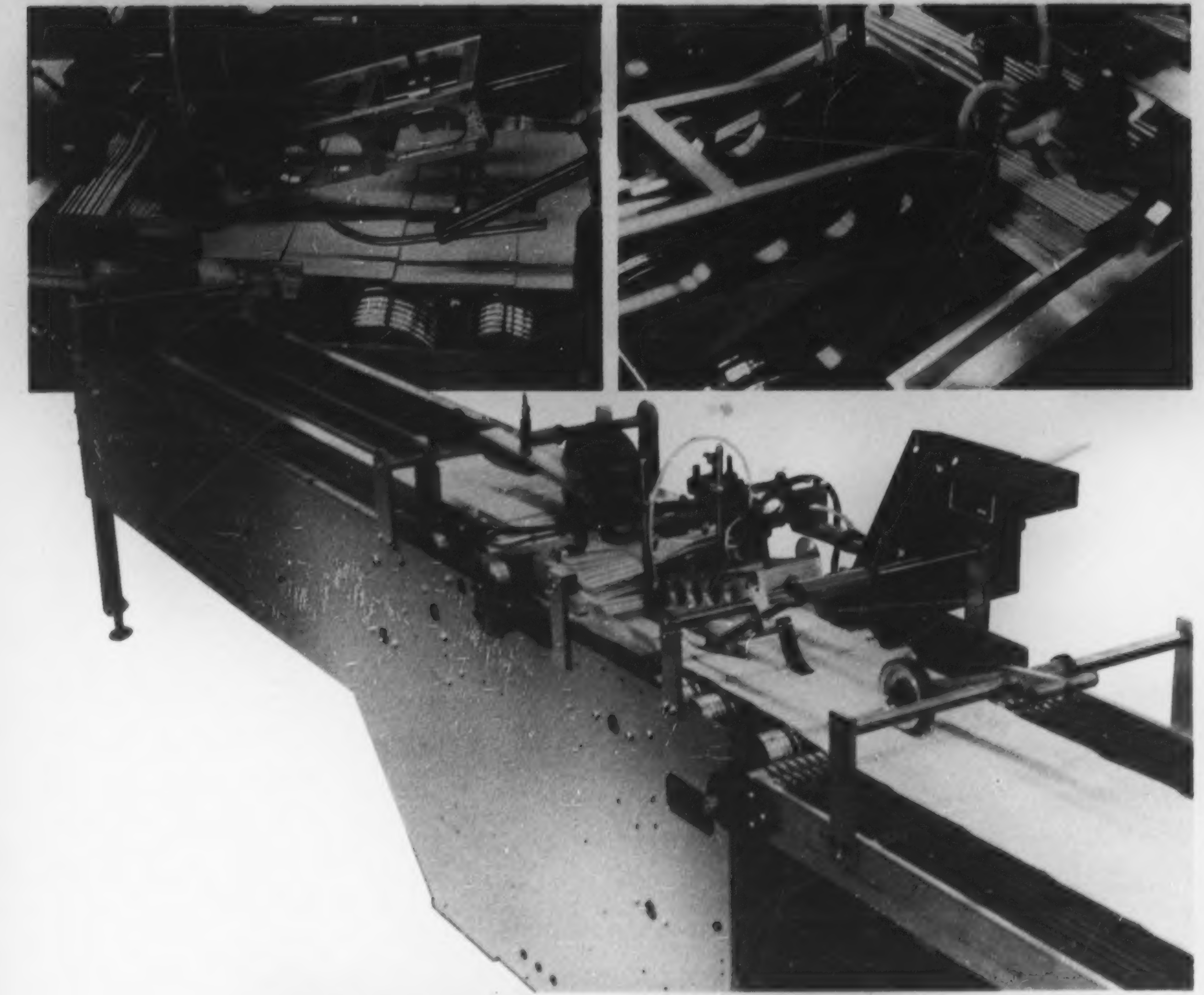
ANPA said the new EPA forms would require reporting of "interpolated information" that goes beyond what is required on a material safety data sheet and would force newspapers to make "exhaustive hazard determinations."

Newspapers, ANPA said, would have "no alternative other than to hire additional specially trained scientists" to comply with this requirement.

Chemical manufacturers, importers and distributors have more knowledge about the potential hazards of their products and should be the ones solely responsible for making a hazard assessment, the Association added.

ANPA said newspapers use "comparatively low-hazard consumer-oriented and packaged chemical products and a small amount of flammable products."

Because flammability is the most significant potential hazard of products used in such industries, ANPA suggested that EPA devise a new inventory form for them. It would require information about any flammable chemical products stored in excess of 500 pounds (or 55 gallons) and would include the name of the product and information on storage, use and provisions for fire protection. Submission of this form along with MSDS would provide emergency personnel with "adequate information," ANPA said. □



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LEGISLATION

Tobacco ad issues heat up

Canada's minister of health and welfare announced April 22 he will introduce legislation to ban all tobacco advertising and promotion in Canada.

Although the Canadian Daily Newspaper Publishers Association issued a statement opposing the plan, CDNPA General Manager John E. Foy said the legislation "mostly likely" will pass.

Under the proposal, tobacco ads in newspapers would be prohibited starting Jan. 1, 1988, and in magazines and billboards a year later.

Canadian broadcast media already are without tobacco advertising, by virtue of a voluntary agreement of tobacco companies that dates from 1972.

The CDNPA Board of Directors released its statement when, one week before the official announcement, it learned of Minister Jake Epp's legislative plans. "Once government intervenes to ban any lawful product from being advertised, a dangerous precedent will have been set that offsets the Canadian tradition, now enshrined in the constitution, of freedom of speech," the board said.

The developments in Canada came in the same month when, in Washington, D.C., the 100th Congress conducted its first hearing on legislation to ban all tobacco advertising in U.S. media. A legislative ban against cigarette advertising in U.S. broadcast media was enacted in 1970; in 1973, it was extended to small cigars, and last year, to smokeless tobacco.

In the congressional hearing April 3, an ANPA representative sounded a "dangerous precedent" warning similar to that voiced later in the month by CDNPA.

Proponents of legislation to ban tobacco advertising (or deny tax deductions for it) are "willing to cross the line and impose government censorship," said John Seigenthaler, chairman, publisher and editor of The Tennessean in Nashville. "They seem to forget: Government censorship is addictive. It will suffocate creative thinking. It will strangle the breath of free speech. It will kill free expression. It is a deadly disease. A dangerous precedent is established for other enthusiasts to champion censorship of products, services and ideas they don't like."

The hearing was conducted by the House Commerce Committee's Subcommittee on Transportation, Tourism and Hazardous Materials, which has jurisdiction over the Federal Trade Commission.

John Seigenthaler

Rep. Mike Synar

The focus of the hearing was HR 1532, introduced by Rep. Bob Whittaker (R-Kan.), ranking Republican member of the subcommittee. His bill would ban all media advertising of tobacco products.

The legislation is similar to HR 1272, introduced by Rep. Mike Synar (D-Okla.), except that Whittaker would give the FTC authority to enforce the ban, while Synar would give that authority to federal courts.

The Synar bill is pending before the Commerce Committee's Subcommittee on Health and the Environment [**presstime**, March 1987, p. 48].

Two federal government representatives spoke against the legislation at the April 3 hearing. "Information is not, in itself, harmful," said FTC Chairman Daniel T. Oliver. "People will perceive their own best interests if they are well-enough informed. The best means to that end is to open the channels of communication rather than to close them."

Douglas W. Kmiec, deputy assistant attorney general, said the Justice Department has "substantial doubt" whether either HR 1272 or HR 1532 is constitutional.

The chief legislative assistant to Synar, John H. Hollar, denied speculation that the ad-ban bill had been, in effect, defeated because of the opposition from the two federal agencies. He said the subcommittee's hearing was "stacked against" proponents of the ban. And he denied a marketing newsletter report that Synar plans to revise his bill to prohibit all but so-called "tombstone" ads for tobacco—those that restrict content to the name and picture of the product.

In a related development, Rep. Fortney H. Stark (D-Calif.) introduced a bill, HR 1563, to disallow tax deductions for advertising or other promotion expenses associated with the sale of tobacco products. A similar bill has been introduced in the Senate. ☐

Lottery ad restrictions called 'antiquated'

Calling federal law restricting the advertising of legal lotteries "antiquated," a newspaper publisher told a congressional subcommittee the time has come for repeal.

"All but four states now have legalized some form of gambling," said Frank A. Daniels Jr., president and publisher of The News and Observer and The Raleigh (N.C.) Times. "But the federal government has forgotten that it should not act to suppress truthful commercial speech about lawful activities."

Daniels, current Newspaper Advertising Bureau president and a former ANPA director, testified April 2 on behalf of ANPA before the House Judiciary Committee's Subcommittee on Administrative Law and Governmental Relations.

The panel is considering legislation to lift existing restrictions on mailing or broadcasting lottery advertising. HR 1568, introduced by subcommittee Chairman Barney Frank (D-Mass.), would lift the restrictions if the lottery is "authorized and regulated" by a state and if the ad complies with state law [**presstime**, Feb. 1987, p. 14].

However, a representative of the U.S. Postal Service raised concerns about having an exemption from federal law depend on a mailer's compliance with various state laws.

Also testifying before the subcommittee was a Justice Department official who said his agency believes the current law is unenforceable on constitutional grounds. ☐

Supreme Court rules Arkansas tax must exempt magazine

The U.S. Supreme Court ruled 7-2 that Arkansas violated the First Amendment by refusing to exempt a general-interest magazine, Arkansas Times, from the state sales tax.

Already exempted from the tax were newspapers and "religious, professional, trade, and sports journals and/or publications printed and published within this state."

Sales taxes affecting newspapers and other media have prompted debate in many other states, particularly Florida. (See story, p. 62.)

In its April 22 ruling in *Arkansas Writers' Project Inc. v. Ragland, Commissioner of Revenue of Arkansas,* the court said the case involved a "disturbing use of selective taxation."

"We stated in *Minneapolis Star (& Tribune Co. v. Minnesota Commissioner of Revenue)* that '(a) tax that singles out the press, or that targets individual publications within the press, places a heavy burden on the State to justify its action.' In this case, Arkansas . . . has advanced no compelling justification for selective, content-based taxation of certain magazines, and the tax is therefore invalid under the First Amendment," said Justice Thurgood Marshall in writing the opinion of the court.

The ruling reversed the Arkansas Supreme Court, which held that the magazine exemption applied only to the already-designated types of periodicals and that it was a permissible, "ordinary form of taxation" to which publishers are not immune.

The U.S. Supreme Court remanded the case to the state with instructions to consider the award of attorney's fees to Arkansas Writers' Project, which publishes the monthly magazine.

Justice Antonin Scalia dissented, joined by Chief Justice William H. Rehnquist. Scalia based his opinion on the precedent that tax preferences, as "subsidies," do not necessarily infringe on the rights of those excluded from them.

The Arkansas sales tax neither inhibited, nor meant to inhibit, the magazine's publication, he wrote.

ANPA and The Miami Herald jointly filed a friend-of-the-court brief in the case.

Tonda Rush, the ANPA assistant general counsel involved in the case, said "It was mostly a good decision. I wish the court had focused more attention on the way taxing information affects the flow of information."

In another development, the court agreed to hear Hustler magazine Publisher Larry Flynt's appeal of a $200,000 jury award to evangelist Jerry Falwell for "intentional infliction of emotional distress."

The award stemmed from a liquor-ad parody featuring Falwell's picture and a fictitious interview describing an incestuous relationship [**presstime**, April 1987, p. 40]. ☐

COURT BRIEFS

- FBI **"rap sheets" are not exempt from disclosure** under the Freedom of Information Act, according to a ruling by a three-judge panel of the Court of Appeals, District of Columbia Circuit. The ruling came in related cases brought by a CBS reporter and by the Reporters Committee for Freedom of the Press.

The government had argued that a 1957 law governing records of arrests, indictments, convictions and imprisonments prevented release of "rap sheets" because of privacy considerations.

- A federal jury found that a Washington state daily did not violate **antitrust law** by offering lower advertising rates than a rival weekly.

The weekly, The Skagit Argus of Mount Vernon, charged that the Skagit Valley Herald sought a monopoly in restraint of trade by establishing the low rates and by threatening reprisal against advertisers who refused to boycott the Argus.

- ANPA and 30 other press organizations filed a friend-of-the-court brief in the appeal of the **espionage conviction** of former naval analyst Samuel L. Morison.

The brief to the 4th U.S. Circuit Court of Appeals argues that the espionage and theft statutes under which Morison was convicted were not intended to be applied to the dissemination of information to or by the press [**presstime**, Jan. 1987, p. 43].

Morison was convicted for providing classified photos to Jane's Defence Weekly.

Alaska paper loses libel coverage for running arrest reports

The Wrangell (Alaska) Sentinel has never been sued for libel since it began publication in 1902.

Yet Fireman's Fund suddenly canceled the 1,600-circulation weekly's libel policy after 15 months of coverage.

Repeated inquiries from the newspaper's lawyer, John McKay of Anchorage, brought a response from the insurer that the Sentinel printed "too many names" of arrested residents from the local police blotter, because people in such a small community would be sensitive about seeing their names in the paper.

The paper's co-publisher, Ann D. Kirkwood, said, "We are extremely careful with how we write" information from the police blotter. "We say, 'Joe Blow is charged in connection with an incident in which a person is accused of. . . .'"

The community supports the practice of publishing arrest information, she said, even the naming of arrested juveniles who are treated as adults under Alaska law when charged with drunken driving.

Lawyer McKay said Fireman's Fund also objected to a published letter to the editor dealing with a tax break for a forest-products firm in the economically strapped mill town. The letter ended, "Just because the town is bonded to the hilt doesn't mean they have to kiss anyone's butt."

Fireman's Fund said in a letter to McKay, "Most newspapers would strike (the word butt) or edit it out. This indicates an editorial approach that will get them in trouble."

Since losing its libel coverage, the paper has turned to a group policy offered by the National Newspaper Association at twice the premium.

So far, neither McKay nor Kirkwood has heard of cancellation of libel coverage by Fireman's Fund elsewhere. But Kirkwood said other publishers have indicated they are nervous when their Firemen's Fund policies come up for renewal.

Fireman's Fund officials had no comment.

McKay said he received a telegram from a Fireman's Fund representative that said the company seeks to avoid defense costs, and its libel coverage "is aimed at the non-controversial, small-town, straight-news publication."

Kirkwood asks, "Why us? We don't do anything other weekly newspapers in Alaska don't do." ☐

State and Local

Ad-tax bill enacted in Florida

Florida Gov. Robert Martinez has signed into law a measure eliminating sales-tax exemptions on most professional services, including newspaper advertising, effective July 1. Circulation and use of wire services also will become subject to taxation.

Already, one investment banking firm has pushed the alarm button, reducing its stock ratings of several large media companies because of a possible drop in their earnings.

Ad industry leaders are considering a court challenge to block the new tax.

Officials of Florida's Department of Revenue, which has broad rule-making power in the collection of taxes, have stated the 5-percent levy will apply to:

- Advertising in Florida media, even that placed from out of state
- A pro-rata share of all advertising in national media circulated in Florida [**presstime**, April 1987, p. 46]
- The cost of doing business, including outside services purchased by newspapers, such as job printing or graphic arts.

The bill is expected to raise more than $750 million in the fiscal year beginning July 1, $100 million of that from advertisers. Martinez has argued that the revenues are desperately needed to handle burgeoning expenses in the rapidly growing state.

Ad industry leaders fear that other governments may follow Florida's lead. At the moment, the Tucson City Council is considering an extension of its 2-percent sales tax on local media to national advertisers, which would be unprecedented for a municipal government.

The possibility of a tax wildfire breaking out led Salomon Brothers of New York City to reduce the ratings for the newspaper-related companies it tracks: Gannett Co., Knight-Ridder Inc., The New York Times Co., The Times Mirror Co., Tribune Co. of Chicago, Capital Cities/ABC Inc. and The Washington Post Co.

Spokesman Charles Brophy said Salomon Brothers reduced its rating from an "O," meaning the stocks are expected to outperform Standard & Poor's index of 500 stocks, to an "M," meaning performance should match the Standard & Poor 500. A "U" rating would mean underperformance.

Other likely battlegrounds on taxation issues are Texas, Oklahoma, Minnesota and Louisiana, said Kevin Grant, ANPA state relations coordinator. □

Telecom

Greene allows 3 BOCs to enter advertising with restrictions

Federal District Judge Harold H. Greene ruled that three regional Bell Operating Companies may enter the advertising business. But he imposed several restrictions on their operations, including two specifically sought by ANPA.

Southwestern Bell Corp., NYNEX Corp. and Bell Atlantic Corp. had filed similar requests for waivers of the consent decree governing the breakup of AT&T. They asked to be allowed to enter the advertising field through subsidiaries separate from their operating telephone companies.

Greene's April 13 orders prohibit the BOCs from offering any of the advertising services to their "telecommunications companies, subsidiaries or operations."

ANPA had sought such a prohibition, arguing that the subsidiaries would have the "incentive and opportunity" to charge excessively high rates to the BOCs for advertising services. As a result, rate payers would have to pay "inappropriately high charges," and this would result in cross-subsidization of the BOCs' advertising ventures, the Association said [**presstime**, Dec. 1986, p. 54].

Greene agreed. In the order granting the advertising waiver for Southwestern Bell, the first BOC to seek one, he said "ample opportunities for cross-subsidization, and therefore circumvention of the decree, would exist if Southwestern, through its separate subsidiary, were permitted to offer advertising services both to the public in general and to its affiliated telephone operating companies."

Greene also said the subsidiaries may not obtain telephone subscriber listings or information maintained by the telephone companies unless the information is made available to competitors. ANPA had requested that condition. □

Computer III is over

The Federal Communications Commission March 25 concluded the final phase of its Computer III Inquiry designed to establish rules whereby AT&T and the divested Bell Operating Companies can provide "enhanced" services.

The FCC failed to adopt an ANPA recommendation that the companies be allowed to use telephone-customer information only if the customer gives permission and if the information is made available to competitors [**presstime**, Nov. 1986, p. 54]. □

Postal Affairs

Commission approves size change

To accommodate newspapers' total-market-coverage programs, the Postal Rate Commission has recommended that the maximum size allowed for certain third-class mail be enlarged slightly.

The commission said the change would have no adverse impact on postal operations, yet it would allow TMC publications to be eligible for the less-expensive third-class rate for material presorted by carrier route.

ANPA had requested that the maximum size be increased from 11 1/2 by 13 1/2 by 3/4 inches to 11 3/4 by 14 by 3/4 inches [**presstime**, April 1987, p. 44]. Many newspaper presses will not run off a publication small enough to meet the existing third-class size limitations. Those wanting to use third-class delivery have had to quarterfold their free-circulation publications to get them down to size.

However, according to some members of the ANPA Postal Committee, U.S. Postal Service enforcement of the size rule has been erratic.

In fact, some local postmasters have routinely allowed a slightly larger size, the members said. □

Governors postpone new rate case

Despite the U.S. Postal Service's insistence that it needs more revenue, the postal Board of Governors postponed filing a rate-increase request.

Chairman John N. Griesemer said after the board's April meeting that the governors' panel needs more information on rising USPS costs in labor, retirement and other employee benefits before proceeding with a rate case.

Postmaster General Preston R. Tisch told an April meeting of postal customers that there will be an estimated $2-billion increase in costs over the next two years, partly as a result of a new employee retirement system and higher labor costs. "We cannot manage all of these costs without some adjustment in rates during the latter part of 1988," Tisch said.

It can take a year or longer for new rates to become effective after the governors file a rate case with the independent Postal Rate Commission [**presstime**, April 1987, p. 44]. □

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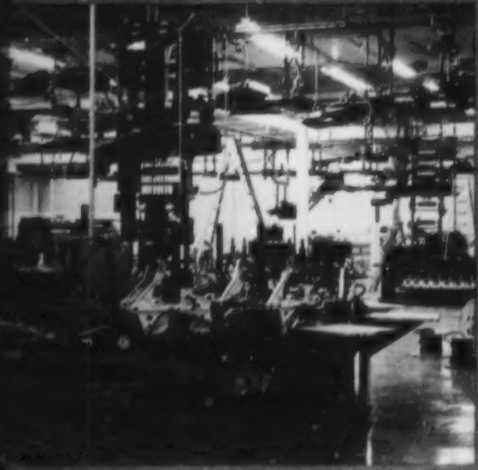
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Insertion system, Minnesota

Computer workstation, Ohio

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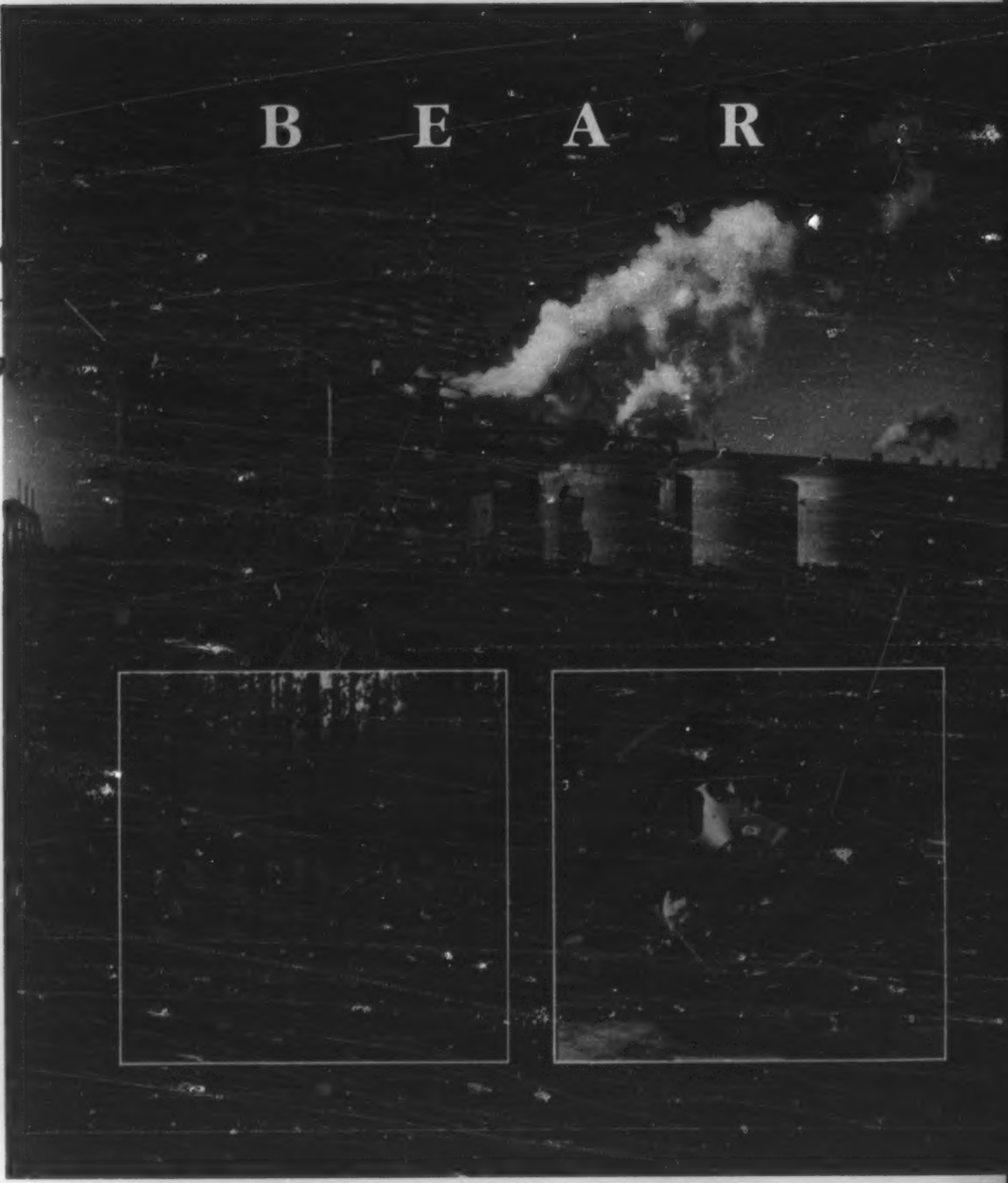

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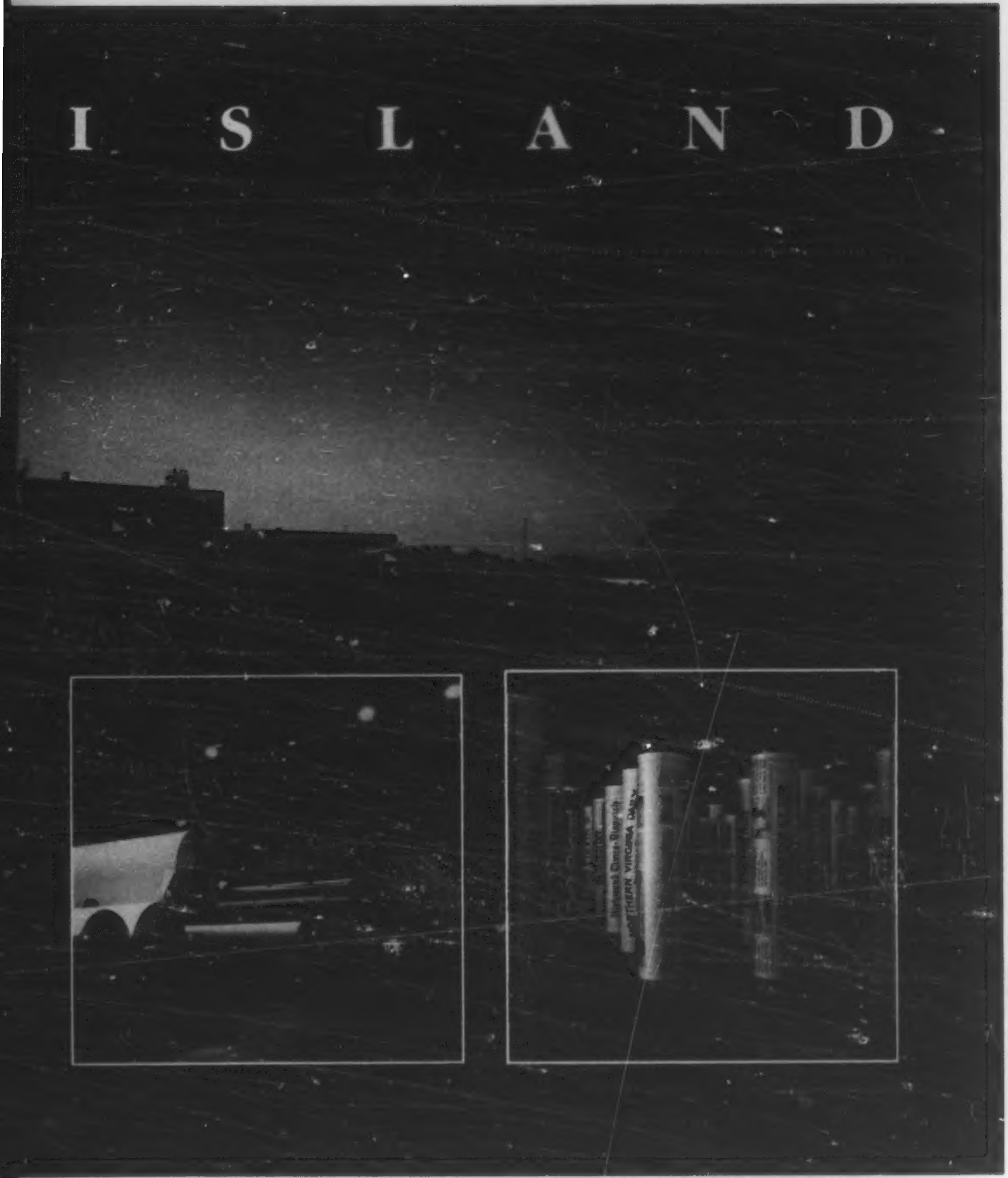

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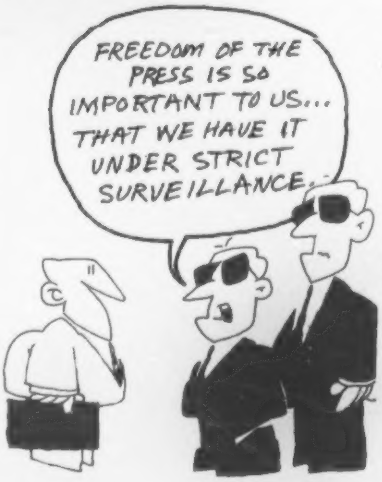
Western Hemisphere gets mixed free-press review


FREEDOM OF THE PRESS IS SO IMPORTANT TO US... THAT WE HAVE IT UNDER STRICT SURVEILLANCE.

Hoy/Santiago; reprinted from World Press Review

A mixed report on the status of press freedom in the Western Hemisphere was presented to the Inter American Press Association at its meeting in San Antonio.

The report of the organization's Committee on Freedom of the Press, subsequently adopted by the IAPA Board of Directors, noted that at least 13 journalists had been killed in the Americas in the past year.

"Just as the killing of men cannot accomplish its objective, neither can the killing of newspapers and radio stations—the latest flagrant examples being ABC Color and Radio Ñanduti in Paraguay, and La Prensa and Radio Catolica in Nicaragua," the report said.

It also identified several cases in democracies in the Americas where there has been "nibbling at the edges of press freedom." This, the report said, "too often precedes the taking of much larger bites."

Among the incidents cited was the United States' detention and exclusion of Colombian journalist Patricia Lara last October [**presstime**, April 1987, p. 45].

In the same category, the report also listed: the compulsory licensing of journalists in 14 countries; the withholding of official advertising from newspapers critical of the government in Ecuador, Venezuela, El Salvador and elsewhere; the sentencing of Venezuelan editor Victor Gonzalez to three years' imprisonment "on what appear to be spurious charges"; the "abuse" of journalists during the kidnapping of the president of Ecuador; and a restrictive press law in "supposedly newly democratic Haiti."

But, the report said, "the situation is not all grim by any means. Over the past seven years, despotic governments have become the exception rather than the rule, with only Cuba, Nicaragua, Suriname, Paraguay and Chile remaining as dictatorships. Panama also is under de facto military control."

It also reported on "promising events" in two countries where press freedoms have long been denied. In Guyana, a new independent weekly, the Stabroek News, was allowed to be established, and the Catholic Standard was permitted to accept the gift of a printing press. In Chile, publications banned after an assassination attempt on President Augusto Pinochet were allowed to reappear, and a new independent daily newspaper, La Epoca, began publication.

Near the conclusion of the organization's March 23-26 meeting, the IAPA Board of Directors passed numerous resolutions. Among them were those:

- Calling on the U.S. government to make public evidence on which it based its action against Lara and protesting the "haphazard and secret procedures" of the Immigration and Naturalization Service with regard to the admission of other foreign journalists.
- Requesting South Carolina Gov. Carroll A. Campbell to reply to IAPA's earlier protest of harassment by public officials of editor Ken Fortenberry, formerly of The McCormick (S.C.) Messenger [**presstime**, March 1987, p. 84].
- Urging Latin American governments to "repeal any law or laws which may contain restrictions on the ownership and use of satellite transmission and receiving equipment, as well as private access to satellite communication."
- Urging IAPA members to "join, support and encourage" journalists in Colombia and elsewhere "to expose the drug cartel and its threat to press freedom." ☐

Journalists call for fund to fight censorship

A "Fund Against Censorship" has been established to support challenges to censorship and "related abuses" around the world.

Creation of the fund was called for in January at a London conference of journalists from 35 countries [**presstime**, Feb. 1987, p. 42].

Representatives of the six media associations that organized the London assembly met April 2 in Madrid to discuss implementing this and other recommendations contained in the "Declaration of London."

The World Press Freedom Committee, one of the six associations, offered start-up money for the fund. "There will need to be fund-raising" for its operation, said WPFC Chairman Harold W. Andersen, chairman and chief executive officer of the Omaha World-Herald Co.

WPFC Executive Director Dana R. Bullen said the amount to be sought has not yet been determined. He declined to state the exact amount of the WPFC's initial contribution, saying only that it was "about what it would cost you to buy a car." The money will be spent on the fund's initial projects, he said; two are currently being discussed, in Africa and Asia.

WPFC, with headquarters at The Newspaper Center in Reston, Va., will act as coordinator for the fund.

The other five organizations involved are the International Federation of Newspaper Publishers, International Press Institute, North American National Broadcasters Association, Inter American Press Association and International Federation of the Periodical Press.

News media experiencing censorship or related problems can contact any of the six organizations to be considered for assistance from the fund. ☐

WORLD PRESS NOTES

- De Ware Tijd of Paramaribo, Suriname, one of that country's two daily newspapers, **ceased publication** April 15 when it was unable to get U.S. currency from the country's Central Bank to purchase imported newsprint. The paper was one of about 20 companies closed by the currency crisis.

The other daily, De West, was reportedly running low on paper.

- The Supreme Court of Chile will consider the **libel case** of Chilean magazine editor Juan Pablo Cardenas, selected to receive the 1987 Golden Pen of Freedom award by the International Federation of Newspaper Publishers.

Cardenas, editor of Analisis, had been sentenced to spend every night for the next three years in prison for libeling Chilean President Augusto Pinochet [**presstime**, March 1987, p. 50].

An appeals court overturned the verdict. The Ministry of the Interior, which brought the original complaint, then appealed to the high court.

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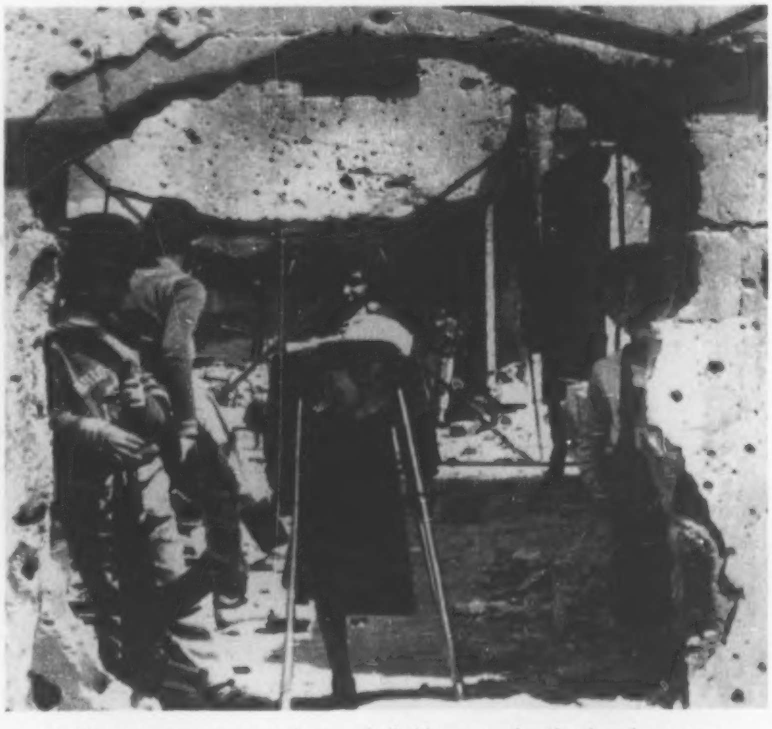

Children stare at reporters from a shelled house in the Shatila refugee camp.
Photo by **Nabil Ismail**, AFP Beirut

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Exchange benefits news staffs

Several years ago, when Time magazine listed the 10 best U.S. newspapers, it carried a sidebar mentioning that The Anniston (Ala.) Star (evening, circulation 31,798) and The Free Lance-Star of Fredericksburg, Va., (evening, 34,717) were examples of outstanding smaller papers.

Charles S. Rowe, editor and co-publisher of the Virginia newspaper, said that after the article appeared, H. Brandt Ayers, editor and publisher of the Alabama daily, called to propose exchange visits involving some editorial personnel. The feeling was that each newspaper's staff could learn from the other.

The visits were slow to materialize, but on three days in mid-March, four members of The Anniston Star sat in the newsroom of The Free Lance-Star, observed the operation, attended story conferences and other staff meetings, and had plenty of chances "to shoot the breeze" with their Virginia newspaper counterparts, Rowe said.

In June, The Free Lance-Star plans to send four or five staffers to Anniston for the second part of the exchange.

The two newspapers bear strong similarities: in name ("Star" in both nameplates), publication schedule (evening), circulation size (30,000-35,000 range), ownership (independent) and editorial excellence (witness the Time magazine mention).

Yet the Alabama delegation headed by Executive Editor Paul M. Rilling discovered differences that he said his newspaper can learn from.

For example, the Virginia daily has a large news desk that handles reporter assignments, copy editing, headline writing and page layout. In contrast, Rillings' paper has a copy desk for editing, headline writing and layout, and a separate metro desk to oversee assignments.

A major difference that became clear when the two staffs got together was tenure. Rowe said his paper's staff has "very, very little turnover." Consequently, he said he especially welcomes the opportunity to send some of his staff to Anniston to see how another newspaper functions.

Rilling said staff stability is something many other small newspapers, including his, would envy. But the Anniston paper is proud of the training it gives young reporters who then jump to larger newspapers, he said. "We're that kind of paper," the executive editor said. □

ASNE leader reaffirms minority hiring goal

A reaffirmation of the American Society of Newspaper Editors' commitment to the hiring of minorities will be one of the top priorities for the incumbency of new ASNE President Katherine Fanning.

"In the nation's newsrooms today, only 6.5 percent of the employees are minorities, and we are looking at a projected 25-percent minority population (in the nation) by the year 2000," she said following her election at the ASNE Convention April 7-10 in San Francisco.

What is news to the white community may not even interest black, Asian, Hispanic, American Indian or other minority groups, she told **presstime**. And a minority reporter may be the only person who knows what *is* news in his or her community, said Fanning, who is the first woman to preside over ASNE.

During the San Francisco convention, results of ASNE's latest survey of minority hiring at U.S. daily newspaper newsrooms were released. They showed that minority employees accounted for 6.56 percent of the total in 1986, compared with 6.30 percent last year.

The organization's goal, adopted in 1978 when ASNE began monitoring minority newsroom employment (then 3.95 percent), is to have the percentage of minorities in the newsroom equal the percentage in the U.S. population by the year 2000.

There are about 3,600 minority employees in U.S. newspaper newsrooms today among a total work force of 54,700, the survey showed. It also found that minorities are "sorely underrepresented" in newsroom management, with only 3.9 percent of 12,000 supervisors coming from minority groups.

Besides minority hiring, Fanning said that during her one-year-presidency she will be stressing the importance of bringing Third World journalists to U.S. newspapers for a month of orientation. The editors' society has had such a program for the past three years, funded by newspaper foundations and individual newspapers and involving 12 Third-World journalists. The program was funded for only the three years, however, and it is now scheduled for a year's evaluation.

Fanning, editor of The Christian Science Monitor, said she personally does not need a year to judge the program's worth. "Reassessment already tells us this is a terribly important program," she said.

A third item high on her agenda is recruiting editors of smaller newspapers to join ASNE. She said the organization has waived initiation fees for papers with less than 25,000 circulation and has a policy of reduced fees for papers a little larger than that.

Fanning said she will have task forces from each of five regions study ways the society can be of more service to editors, particularly those from smaller newspapers.

She already has appointed a Future of Newspapers Committee, with Burl Osborne, president of The Dallas Morning News, as chairman. The panel will investigate "the reality and future of our business," Fanning said. "We want to know where technology is taking us. We want to know about the changing work force and the changing demographics of our business."

At the convention, ASNE editors heard results of a nationwide survey of copy editors, many of whom lamented their lack of "clout." Of the 650 copy editors who responded to the ASNE survey, 45 percent said they did not have sufficient clout, and some embellished their reports with comments, such as "We're given the respect that might be given to an assembly-line worker" and "The copy desk is where the elephants go to die—the rejects."

Linda Grist Cunningham, chairman of the ASNE Human Resources Committee, said "there is a growing concern among editors that we are rapidly approaching a crisis in finding good copy editors."

"We must begin to listen to our copy editors," she said, "or we will wake up one morning with a newsroom filled with reporters and no one to write the headlines."

Another element of the convention was the release of a 12-month study of newspaper subscribers, many of whom "loved" their newspaper but stopped taking it nonetheless. (See story, p. 88.)

During the convention, the ASNE board called for "full and vigorous enforcement" of the current liberal-arts standard for accreditation of journalism schools. The resolution passed at the convention makes enforcement a condition of ASNE's continued membership in the Accrediting Council for Education in Journalism and Mass Communications.

Elected to serve with Fanning for the next year were: vice president, Edward R. Cony, associate editor of The Wall Street Journal; secretary, Loren Ghiglione, editor and publisher of The News of Southbridge, Mass.; and treasurer, John Seigenthaler, editor and publisher of The Tennessean in Nashville. ☐

Paul Kitagaki Jr., San Francisco Examiner

Fanning, ASNE's first woman president, chats with outgoing President Michael G. Gartner (right) and White House Chief of Staff Howard Baker, one of the convention speakers.

First Amendment project delayed

The official launch of Project Watchdog, a First Amendment program, has been delayed, according to Russell C. Tornabene, executive officer of the Society of Professional Journalists, Sigma Delta Chi.

Tornabene said in early April the delay would be about two months. This means the Project Watchdog WATS line—(800) 542-1600—is not yet in effect [**presstime**, April 1987, p. 51]. ☐

Inquirer wins three more Pulitzer Prizes

Three 1987 Pulitzer Prizes went to reporters at The Philadelphia Inquirer, making a total of 13 for that newspaper in the past 15 years. Two Pulitzers each went to editorial employees at the Los Angeles Times, The New York Times and The Washington Post Writers Group.

At the Inquirer:

- Daniel R. Biddle, H. G. Bissinger and Fredric N. Tulsky won in the category of investigative reporting for a series on incompetence and conflict of interest in Philadelphia courts.
- John Woestendiek also won for investigative reporting. The Pulitzer board rarely gives more than one prize in each category, but it happens occasionally, a spokesman said. This, however, was the first time in the 71-year history of the awards that one newspaper won twice in the same category. Woestendiek's reporting led to the release of a man wrongfully imprisoned for life for murder.
- Steve Twomey won the feature-writing category for a magazine article on the daily lives of those aboard the aircraft carrier USS America.

At the Los Angeles Times:

- Michael Parks won in international reporting for coverage of civil unrest in South Africa.
- Richard Eder won the criticism category for biweekly book reviews on a variety of books, primarily fiction.

At The New York Times:

- Alex S. Jones won in specialized reporting for profiling the feud of the Bingham newspaper family that led to the sale of The Courier-Journal and The Louisville Times.
- The Times' staff won in national reporting for stories detailing construction and design flaws in the space shuttle and in the administration of the space program after the Challenger explosion.

The staff of The Miami Herald also won in national reporting—another unusual instance where two separate awards were given in the same category—for 170 articles, including many exclusives, on American arms deals with Iran and diversion of money to the Nicaraguan rebels.

The two winners at The Washington Post Writers Group were Charles Krauthammer in the commentary category for columns on national issues, and Berke Breathed, cartoonist of "Bloom County," for editorial cartooning.

The Pittsburgh Press won for public service for a 14-part series by two reporters on the medical problems and drug addiction among airline pilots and flight crews. The reporters who investigated and wrote the series were Andrew Schneider and Matthew Brelis.

Schneider shared a Pulitzer a year ago for a series on organ transplants.

The staff of the Akron Beacon Journal won the general-news reporting category for coverage of an attempted hostile takeover of the Goodyear Tire and Rubber Co. by British financier Sir James Goldsmith.

Jeffrey R. Lyon and Peter Gorner of the Chicago Tribune won in the explanatory journalism category for a seven-part series on the lives of victims of genetic disorders and the promise that gene therapy holds for them.

Jonathan Freedman of The Tribune of San Diego won the editorial-writing category for editorials urging reform of the immigration laws.

Kim Komenich of the San Francisco Examiner won the spot-news photography award for coverage of the downfall of Philippine President Ferdinand E. Marcos.

David Peterson of The Des Moines Register won the feature-photography award for photographs showing the effects of the farm crisis on people in Iowa. ☐

Deadline May 6 for annual SND competition

Newspapers have until May 6 to enter the Society of Newspaper Design's eighth annual newspaper design and graphics competition.

Newspapers of all types—daily, non-daily, broadsheet or tabloid—published anywhere in the world are eligible to enter. The contest covers 19 categories, including regularly appearing news sections, breaking news presentations, special topics, page design and overall design.

Entries must have been published between May 2, 1986, and May 1, 1987, and must be postmarked no later than May 6, 1987.

For more information, contact Ray Chattman of SND at The Newspaper Center, Box 17290, Dulles Airport, Washington, D.C.; (703) 620-1083. ☐

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Winning Times Two.

It's nice to win the most coveted prize in journalism. It's even nicer to win two of them in the same day.

So when the winners of this year's Pulitzer Prizes were announced recently, we were proud to find two members of the Los Angeles Times on the list.

Michael Parks, Times bureau chief in Johannesburg, was named winner of the Pulitzer Prize in International Reporting for his vivid coverage of the turmoil in South Africa.

Richard Eder, Times book critic, took the Pulitzer Prize in Criticism for his sensitive reviews of contemporary literature.

The Times has now received a total of 16 Pulitzer Prizes; and this is the third time we've received more than one Pulitzer in a single year.

We are honored to be the recipients of these awards, because they symbolize the highest form of journalistic recognition from our peers. But they also symbolize something far more important: the scope, as well as the depth, of the reporting we're committed to giving our readers.

The Pulitzers are awarded only once a year. But the ideals they represent are what we strive for every day.

Los Angeles Times

Michael Parks
Winner of the 1987 Pulitzer Prize
for International Reporting

Richard Eder
Winner of the 1987 Pulitzer Prize
for Criticism

News-ed majors fared best in job market last year, survey shows

Journalism school graduates who specialized in news-editorial had better luck finding jobs last year than did other 1986 J-school graduates, according to the Dow Jones Newspaper Fund.

The fund's annual survey of recent graduates also found that "newspapers and wire services hired more college journalism graduates in 1986 (3,270) than any other media-related employer."

The 1986 survey results represented 1,022 responses from 2,050 May/June 1986 graduates of 52 colleges. The Gallup Organization selected the schools at random according to location and size of their journalism programs.

From those responses, representing 4.5 percent of all who received bachelor's degrees in journalism and mass communications last year, the fund projected the employment patterns of all 21,100 graduates.

The ratio of newspaper jobs to news-editorial specialists was 1 to 1.5, whereas two or more graduates vied for each job opening in broadcasting, public relations and advertising programs, the fund reported.

Minority news-editorial majors had even better chances of landing a newspaper job, with one job available for each. Daily newspapers hired 13.4 percent of all minority journalism graduates, 2.3 percent more than in 1985. In 1975, dailies hired only 3.3 percent of them, the fund said.

Fifty-one percent of minority graduates found media jobs within three months of graduation, an increase of nearly 10 percent from 1985.

Also, 14 percent of all journalism graduates hired by daily newspapers were minorities, up from 11.5 percent in 1985.

The survey report said that "continued increases in the proportion of minorities who major in news-editorial programs account for the increase in hiring. Nearly one-quarter of minority J/MC (journalism and mass communications) graduates were news-editorial majors last year, up from 14 percent 11 years ago."

Overall, 42.7 percent of the news-editorial majors landed jobs with newspapers and news services; 8.3 percent entered public relations; 4.4 percent, commercial magazines; and 2 percent, advertising agencies. Non-media fields drew 17.2 percent; graduate school, 8.8 percent; and another 7.7 percent were unemployed three months after graduation.

The 1986 graduate working for a newspaper earned a median starting salary of $13,900, an increase of $380 from 1985. By comparison, the median salary for beginning broadcasters was $12,600, up $1,420 from 1985; at advertising agencies it was $14,700, up $920; and in public relations it was $15,300, up $740.

Among the newspaper hires of 1986 graduates, 73.6 percent had previous experience through internships, and 81.6 percent had experience working on their college newspapers.

The survey also polled how graduates viewed their schools and departments. More than one-fourth (28.5 percent) who found newspaper jobs had consulted their J-school placement offices for help. ☐

Joe Abell, San Angelo Standard Times

D'Ann Adams of the San Angelo (Texas) Standard Times and students at Bonham Elementary School, San Angelo, examine advertisements the children created in the Design An Ad project, part of Newspaper in Education Week in March. The Standard Times published a tabloid of selected ads by 1,791 students in 63 classrooms. Thirty-six local advertisers helped instruct the students on the basics of good ad design.

New York classifies newspapers as textbooks for state funding

Newspapers now are defined as "textbooks" under New York law and therefore qualify for purchase with state aid.

"In a lot of the states, newspapers are included as part of the curriculum," said Judith D. Hines, vice president and director of ANPA Foundation. The New York situation may be unique, however, because newspaper interests managed to change a regulation that had previously excluded newspapers from the definition of "textbooks," she said.

Representatives of the New York Newspaper Publishers Association and other organizations had been negotiating with the state's education department for more than 10 years to change the regulation under the state's textbook law.

Local boards of education have the power to designate which textbooks to buy with the $25-per-pupil allocation provided by the state.

The amended rule, which became effective Feb. 26, establishes two conditions under which school districts may buy "general circulation daily and weekly newspapers": newspaper companies must provide them at a discount of at least one-third, and the companies must provide "study guides" for the curriculum.

Newspaper in Education groups, under grants of the New York State Newspaper Foundation, are preparing such guides. ☐

Quality and commitment: The best in editing.

"AP is an extension of the home newsroom. AP is there, just as surely as the city desk or the sports department. The AP wire is just a part of the staff."

John Marlow, news editor at the Seattle bureau, thinks his primary responsibility as an AP journalist is to serve member newspapers and their readers.

"The bottom line is really that the readers will be getting a balanced news report."

In his 26 years with AP as a newsman, bureau chief and editor, Marlow has had his share of bylines and frontline excitement. But he has grown to find satisfaction in the often anonymous work behind the newsfiles, digests and advisories. These, he says, ultimately shape the news reports appearing in newspapers, whether AP is credited or not. "We have a tremendous impact on how well informed the public is."

Marlow and other editors are the administrative backbone of AP's bureau system, serving the thousands of newspapers and broadcasters who own AP. He's responsible for long-range planning, staff scheduling, and editing. He'll take care of a member's request for special coverage, or he'll provide help if a member's computer goes down.

Like him, the 2,850 people who staff AP's 219 offices around the world are dedicated to giving these members the highest quality service in the news industry—a goal that is a continuing commitment by everyone in AP.

Marlow says that AP staff members' awareness of their wide audience is what strengthens their personal dedication and keeps their standards high.

"If AP makes a mistake, it appears in hundreds of papers around the country. So we take painstaking care that it's right before it goes to the wire."

AP Associated Press
Quality. Commitment.

John Marlow works with newsman Carlos Pedraza in the Seattle bureau.

Barry Sweet

New Foundation publications address free press/fair trial, literacy, citizenship

A variety of new publications are available from ANPA Foundation. They are:

- "Speaking of a Free Press: 200 Years of Notable Quotations About Press Freedoms," a revision of an earlier publication and already mailed to ANPA members. Additional copies are $1 apiece, or 75 cents each for 100 or more.
- "Free Press & Fair Trial," also a revision (it reflects U.S. Supreme Court decisions through 1986) and mailed to members of ANPA and the American Society of Newspaper Editors. Additional copies are $2 each, $1.50 each for 10-49 copies or $1 each for more than 50.
- "Newspapers Meet The Challenge," subtitled Literacy Handbook 1987, a compilation of guidelines and resources for newspapers to use in developing community literacy programs. It is scheduled for mailing this month to ANPA members.
- An educational packet for "A Celebration of Citizenship," the first in a series of mailings to all schools nationwide and to Newspaper in Education coordinators. Materials are ready for reproduction. Additional packets are available for $3 each, or $2 each for 50 or more.

To obtain any of these publications, contact Ruth Finn of ANPA Foundation at The Newspaper Center, Reston, Va. ☐

J-school search service

After its first full year of operation, the Dow Jones Newspaper Fund College Search Service has helped more than 300 high school students choose a college journalism program through a computerized search service.

For a $5 fee, a prospective journalism major can fill out a questionnaire, specifying what he or she considers to be most important in a journalism program. Then, the computer matches the student with what various schools have to offer, such as location, financial aid and admission criteria. ☐

Desktop Publishing Guide
For Journalists

It's simpler than you think! Professors Mike Abrams and Ron Norvelle, with help from ANPA Foundation, traveled to many newspapers, talked to the experts, and experimented at Florida A&M University's laser typesetting lab to put together a graphics and typesetting guide for educators and news people. Included is much advice about equipment and software.

Among topics are methods of typesetting, local and wire graphics, and pagination, with an index and bibliography.

To get your copy of Learning Computer Graphics, send a $7.50 check or money order, payable to ANPA Foundation, to:

Desktop Guide
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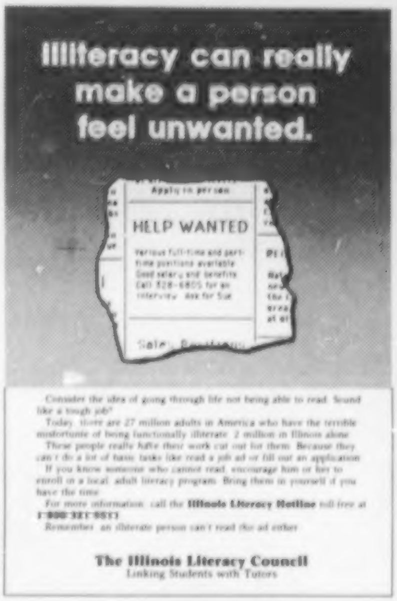
Washington, D.C. 20041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Illiteracy can really make a person feel unwanted.

Consider the idea of going through life not being able to read. Sound like a tough job?

Today, there are 27 million adults in America who have the terrible misfortune of being functionally illiterate. 2 million in Illinois alone.

These people really have their work cut out for them. Because they can't do a lot of basic tasks like read a job ad or fill out an application.

If you know someone who cannot read, encourage him or her to enroll in a local adult literacy program. Bring them in yourself if you have the time.

For more information, call the **Illinois Literacy Hotline** toll-free at [illegible]

Remember, an illiterate person can't read this ad either.

The Illinois Literacy Council
Linking Students with Tutors

This ad by David Shih of the University of Illinois won first prize in the student newspaper advertising competition sponsored by the American Academy of Advertising and by the International Newspaper Advertising and Marketing Executives. Contest theme was literacy.

INMA campaign offers ideas for marketing NIE

Newspaper In Education coordinators want publishers to know that a strong NIE program is not only a community service but also good for business.

To that end, the International Newspaper Marketing Association has developed a campaign titled "Marketing Plans for Newspaper in Education." The project, cosponsored by ANPA Foundation, consists of a series of mailings to ANPA and INMA members.

The mailings, which began in March and will conclude this month, feature folders that describe ways NIE can be integrated into a newspaper's total marketing plan.

The campaign presents some of the most successful NIE projects around the nation, reporting results in terms of generating newspaper sales, involvement of the business community and public relations benefits.

Paula Markiewicz, executive director of INMA, said she hopes the campaign "will result in some new plans for integrating NIE into overall marketing strategy." ☐

WANTED: A Meaningful Relationship

As the political countdown begins, The Atlanta Journal and Constitution—flagship publications of Cox Newspapers—are looking at the meaningful relationships between people and politics.

The South, with Super Tuesday primaries and the Democratic National Convention in Atlanta, could be the most important region in the nation in determining the next President.

The Atlanta Journal and Constitution Southern Primary Poll is taking the pulse of the South on key political issues, not once but four times. The first poll, released March 15, set the region's political baseline. It will be followed by polls in November, February, and March, reporting the issues, attitudes and candidate preferences of the South.

As The Atlanta Journal and Constitution help chart the meaningful relationships between people and politics, they are also helping to support a meaningful relationship between politics and the future.

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Port Arthur News • Springfield News-Sun • Tempe Daily News
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Cox Enterprises is engaged in newspaper publishing, broadcasting, cable television, and other businesses.

Non-monetary ethical concerns, youth readership are studied

BY GUIDO H. STEMPEL III

Most codes of journalistic ethics and most discussions of them focus on money. What is in print on the subject makes it appear that the main ethical concerns are free tickets, free trips and gifts.

A study by Katherine C. McAdams, a doctoral student in journalism at the University of North Carolina, finds that there are four non-monetary conflicts of interest that are at least equally important ethically. The four, with an example of each, are:

- Political ties, such as a friend of the mayor covering city hall.
- Family ties, such as the son of an oil merchant covering energy.
- Reporter-source antagonism, such as a former union activist covering business.
- Affinity, such as a lawyer covering courts.

Her findings are based on a mail questionnaire sent to the editor, publisher and one other staff member of 333 randomly selected newspapers. The response rate was 74.9 percent.

McAdams found that feelings about these non-monetary conflicts are personal and situational, and for this reason there is considerable difference of opinion on how to handle them.

Thus, for example, while most newspapers see the expertise gained by having a lawyer cover the courts outweighing the potential confict of interest, many do not. She also found that avoiding antagonizing and alienating anyone is a major consideration in handling such situations.

The study is reported in the Winter 1986 Journalism Quarterly.

* * *

The recent Ohio Newspaper Association survey [**presstime**, March 1987, p. 52] has some enlightening figures on newspaper reading by younger people. The study found that 71 percent of the Ohio respondents had read a daily newspaper the day before the interview. By age groups, the "read yesterday" figures were 18-24, 58 percent; 25-44, 65 percent; 45-64, 81 percent; and 65 and over, 78 percent.

So, while readership was markedly lower for younger people, even the figure for the youngest group was a substantial one. Still, it might appear that more than a third of younger people are not being reached by newspapers. That's not quite the story.

Respondents also were asked if they had read a daily paper in any of the last five weekdays (Saturdays and Sundays excluded). Those figures by age groups were 18-24, 78 percent; 25-44, 80 percent; 45-64, 87 percent; and 65 and over, 82 percent. That's a much smaller range.

What is really indicated is that nearly as many younger people read newspapers, but not with the same consistency as older readers. The survey asked respondents how many of those five weekdays they had read a daily newspaper. Analysis of those responses showed that 85 percent of the people 45 and over who read a daily paper any of those five days read it all five of those days. Of the respondents less than 45 years old, only 56 percent of those who had read a paper any of those five days read it all five.

Newspaper researchers might well focus on whether that difference has to do with lifestyle, content or some other factor.

* * *

The suspicion with which news people view public relations people is well-known and well-documented. Clearly, news people assume that public relations people have a different view of the world. A study by Michael Ryan, professor of journalism at the University of Houston, indicates this may not be the case.

Ryan sent a mail questionnaire to 120 randomly selected members of the International Association of Business Communicators and 120 randomly selected members of the Public Relations Society of America. The survey sought reactions to 14 statements about corporate social responsibility and the public relations person's obligations. Response rate was 56 percent.

He found overwhelming support for corporate social responsibility. Ninety-eight percent of the respondents agreed that "developing programs that are good for society is both good business and good citizenship." Ninety-six percent agreed that socially responsible corporations are more credible.

The vast majority also agreed that PR people should act as the consciences of their companies, should be deeply involved in helping management define the company's social role and should avoid putting corporate obedience ahead of personal conscience. This study is reported in the Winter 1986 Journalism Quarterly. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to **presstime**.

Minnesota newspapers enlighten public on First Amendment

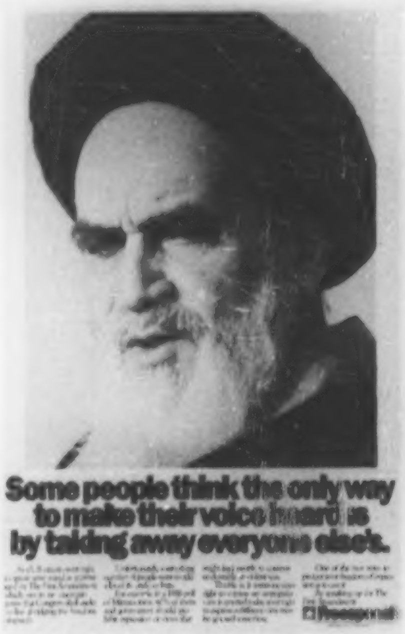
Freespeech, a statewide coalition formed by the Minnesota Newspaper Foundation, launched an advertising campaign in April to heighten public awareness of the value of the First Amendment.

The campaign is geared toward the 40 percent of Minnesotans who, according to a 1986 survey by the Minneapolis Star and Tribune, thought it better for the government to suppress free speech than to risk undesirable behavior [**presstime**, Aug. 1986, p. 43].

"We hope to be able to find the money to do a follow-up survey" after several months of the campaign that includes free advertisements, public-service announcements and speakers, said Patricia A. Hirl, associate legal counsel of the Minneapolis Star and Tribune. She also is a member of the steering committee for the Freespeech effort.

For a fraction of what it cost the Minnesota committee to develop the survey and public-service campaign, any other state can do likewise, Hirl said.

That's because for $500, the Minnesota Newspaper Foundation will provide all materials, including the survey questionnaire, research methodology, copies of ads and audio tapes. The only additional costs would be for people to conduct and analyze the survey, and for distribution of ad slicks and public-service-announcement tapes. ☐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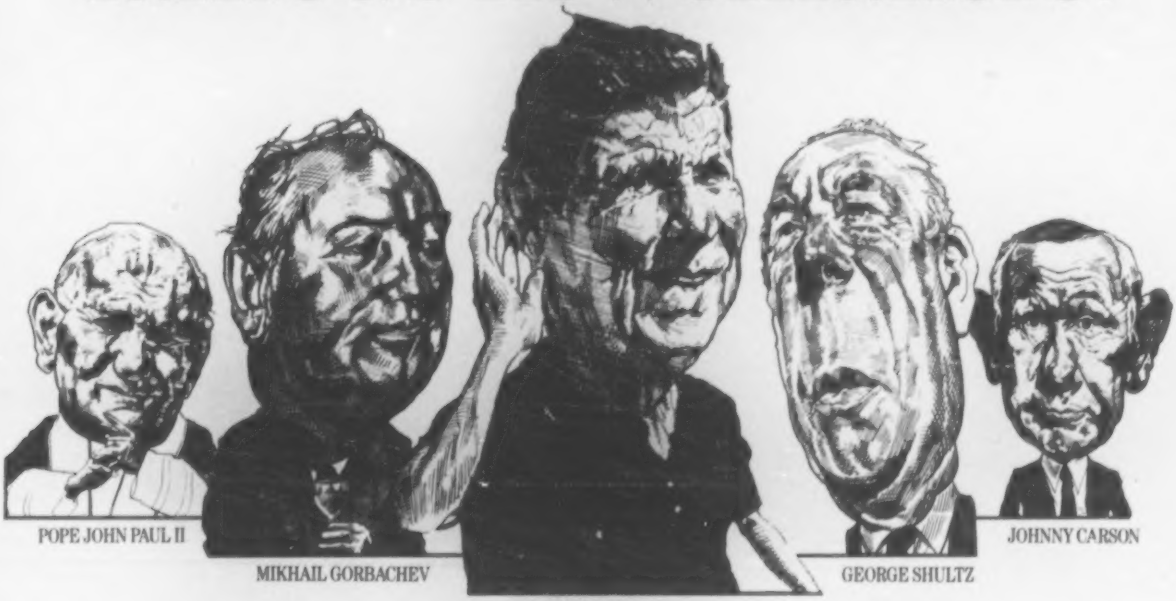

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Plan to sell research to Advo draws flak from newspapers

Responding to some irked newspaper executives, Scarborough Research Associates terminated an offer to sell its upcoming 1987 syndicated newspaper research to Advo-System Inc.

Scarborough in December offered to sell the data for $10,000 to the large direct-mail firm—one of newspapers' biggest competitors for advertising dollars.

But in late March, following complaints by newspapers and the International Newspaper Marketing Association, Scarborough changed its mind.

"To put [research data] in the hands of our biggest competitors is inappropriate," said William F. Share, senior vice president of marketing of Journal-Sentinel Inc. in Milwaukee.

Newspapers also complained about the proposed sale price, which would be less than what most newspapers would pay for the data. Share said subscribers, "in effect, would subsidize their competitor."

Scarborough President Harold Israel said that after complaints were received, his firm decided it need not offer the results to Advo. "We sought additional legal advice on whether we had to offer" the material, "and it turns out we did not," he said.

It is not unusual for competitors to buy syndicated market research. In many instances, however, the purchase price is the same as the highest subscriber price, according to experts. In the case of Scarborough and its newspaper research, that would be about $50,000, according to Israel.

He said the proposed sale price to Advo was lower because direct-mail firms are considered "unmeasured media" for purposes of the study. Lacking specific information about direct-mail activities, the study theoretically would be of lesser value to Advo.

Scarborough is one of two research firms that conduct syndicated newspaper research covering virtually all major metropolitan markets. The other is Simmons Major Market Research Inc.

Advo also asked Simmons to quote a price for the 1987 results, and Simmons offered it for $50,600—its highest subscriber price. "They had no interest in buying at that price," said Simmons Director L. Kay Schultz.

Both Scarborough and Simmons started their syndicated newspaper research with an initial project released in 1983. The companies joined forces for a 1985 study. They later parted ways to resume work independently [**presstime**, Aug. 1986, p. 46].

The flap over Advo comes at a time when some executives worry about large newspapers' declining support of syndicated market research. The International Newspaper Advertising and Marketing Executives recently warned that the future of newspaper research could be "in serious jeopardy" if newspapers do not support the Scarborough and Simmons work.

Nearly 200 newspapers subscribed to the 1983 studies. The number dropped to 125 for the joint project. As of April 24, 139 had subscribed to this year's programs: 97 with Scarborough and 42 with Simmons. The subscribers this year include a larger number of smaller newspapers.

Deadline to sign up is mid-June, just before the data will be released. Simmons said it will issue its report in late June. Scarborough said its results will come out in mid-to-late July. *—C. David Rambo*

Media respond heartily to anti-drug campaign

The public service anti-drug advertising campaign is getting off to a rousing start, according to Thomas A. Hedrick Jr., market director for the Media-Advertising Partnership for a Drug-Free America.

Hedrick said responses from the media have been so numerous he had not been able to tally up all the donations of space and air time.

By April 18, The New York Times had run five full-page, anti-drug ads and The Wall Street Journal had carried three, Hedrick said. Knight-Ridder Inc. is distributing ads to all its newspaper members, he said.

The responses are all the more remarkable because the campaign has hardly gotten into gear, Hedrick said. The ads promised from the American Association of Advertising Agencies had not even reached most papers by late April, he reported.

The Media-Advertising Partnership for a Drug-Free America is a coalition of newspapers and other media, businesses and advertising agencies formed under the auspices of AAAA to carry out a three-year, anti-drug campaign [**presstime**, April 1987, p. 54].

Hundreds of AAAA volunteers will solicit space and time from local TV and radio stations, magazines and newspapers throughout the country, Hedrick said. ☐

FOA yields positive results

BY CRAIG C. STANDEN

Two years ago at the ANPA Convention in Miami Beach, the Newspaper Advertising Bureau's Board of Directors, in cooperation with ANPA, established the Future of Advertising project.

Since then, more than 140 senior executives from all facets of the newspaper business have contributed their time and effort to the 10 FOA task forces. These are the top people in our business and they have spent more than 2,500 hours in task-force work sessions.

It's an exciting adventure: getting the newspaper business ready for the 21st century. For perhaps the first time in history, an entire industry is *planning* its long-range future.

I'd like to use my column this month to recap what FOA has produced in its first full year of work. It's in the form of a checklist that you can use to see how well your newspaper is doing to get ready for the challenges of tomorrow:

☐ **AD/SAT.** In just a year, AD/SAT has gone from an untested idea, endorsed by the FOA's Standardization Task Force, to a going business. With more than 100 newspapers expected to be fully operational in the satellite system by October, AD/SAT has had excellent acceptance from ad agencies and retailers, and it is aggressively pursuing business from them [**presstime**, April 1987, p. 52]. If your newspaper hasn't joined the network, it's worth considering. For information, call me at (212) 704-4500, or Buddy Hayden or Dave Farren of AD/SAT at (212) 330-0678.

☐ **"The Guide to Quality Newspaper Reproduction."** Every art director and print production person at your local ad agencies and major retail advertisers—and everyone on your ad sales, art, production and photo staffs—should have a copy of this 55-page publication. More than 30,000 copies have been distributed by newspapers. It will pay for itself many times over by improving the quality, and thus the effectiveness, of ads in your paper. ANPA's Technical Services Department at (703) 648-1210 will take your order.

☐ **"Readers: How to Gain and Retain**

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to **presstime**.

> **cen · sor · ship** \'sen(t)-sər-ship\ *n* **1 a:** the institution, system, or practice of censoring **b:** the actions or practices of censors: *esp* : censorial control exercised repressively

Webster's New Collegiate Dictionary

Here? In The USA?

Perhaps. A tobacco advertising ban, proposed in this year's Congress, is a clear infringement of free expression in a free market economy, and represents a dangerous form of censorship.

The Constitution has protected us from censorship for 200 years. Freedom of speech stands first in the Bill of Rights. And by a process of logical extension — and repeated legal interpretation — that guarantee has protected commercial speech as well.

The issue is not smoking. The issue is simply the abuse of a constitutional right by a few who would obstruct the flow of information in an attempt to bend human behavior to match their notion of the ideal, their concept of the acceptable.

The First Amendment has been a preoccupation of writers and scholars, journalists and politicians for the last 200 years.

Not for them "censorial control exercised repressively."

And not for us, the men and women of Philip Morris U.S.A.

And surely not for the ANPA.

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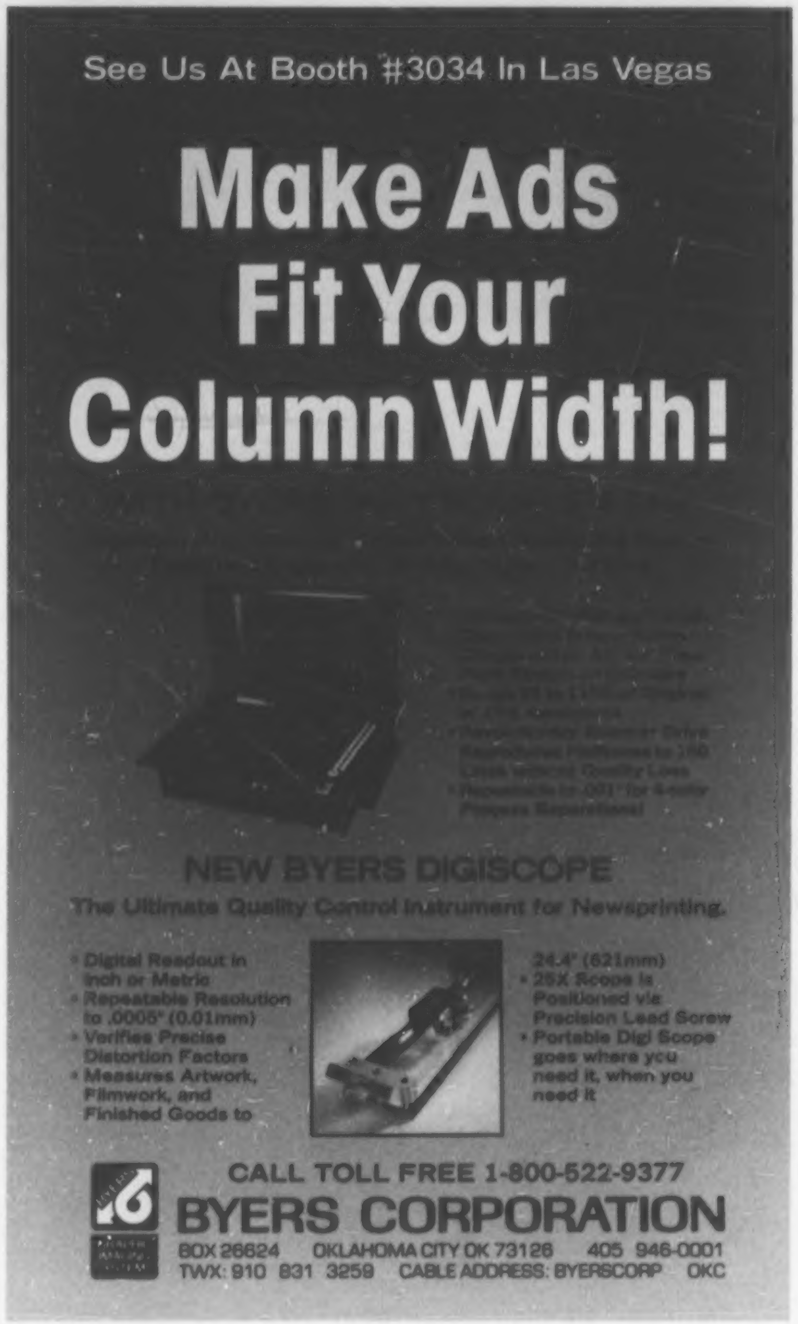
Please give serious consideration to every item on this checklist and the same consideration to every new idea, program and publication developed in the future by the FOA task forces. ☐



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Newspapers fume at Reagan aide's testimony

Do only 18 percent of U.S. daily newspapers refuse to run questionable advertising as a matter of policy?

That was the message conveyed earlier this year to a federal advisory committee by Virginia H. Knauer, special adviser to President Reagan for consumer affairs.

Newspaper advertising leaders question the accuracy of the information.

Knauer appeared at one of a series of meetings sponsored by the Advisory Committee on Commodity Futures Trading Commission/State Cooperation. The meetings were convened to discuss ways to fight commodity fraud.

Committee Chairman Fowler C. West said there had been discussions about the "feasibility of having voluntary guidelines for publishers to use in screening their advertisements, but I don't know to what extent this has been done in the media."

In her testimony, Knauer said that "while a few reputable media have made concerted efforts to screen advertising for obviously false claims, most have not."

She cited a 1985 survey by a Washington, D.C., consumer newsletter showing that "only 18 percent of 1,700 daily newspapers surveyed specify that they do not accept questionable advertising."

Consumer Newsweekly obtained the 18-percent figure by analyzing the listings in the *1985 Editor & Publisher International YearBook*. In its July 1, 1985, issue, the newsletter reported: "Only 301 (or 17.9 percent) of the 1,688 dailies in the United States choose to show any listing under 'Advertising not accepted' in the 1985 E&P directory."

It is believed the newsletter is no longer being published.

Of the newsletter's methodology, newspaper advertising executive Leo L. Kubiet commented: "That's not very scientific." Unequivocally, he added, the conclusion is "absolutely false."

Kubiet, advertising director of the St. Petersburg Times, said the E&P listing is meant merely to indicate "flat-out rejections of any categories of advertising. . . . But it doesn't mean that (newspapers) don't have rigid standards on the acceptability of financial advertising or other kinds of advertising."

For example, under "Advertising not accepted" in the 1985 E&P *YearBook*, the Times listed only astrology and liquor (in color comics). Yet that same year, the newspaper revised and published a 21-page booklet titled "Advertising Standards of Acceptability." It includes an entire section dealing with financial advertising.

James T. Conner, classified advertising manager of the State Times and Morning Advocate of Baton Rouge, La., joined Kubiet in questioning Knauer's reliance on the newsletter analysis.

"Most newspapers that I've been in touch with, and I've been in touch with most of them around the country, are very conscious of screening their advertising to do what's right," he said. ☐

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TO ANDREW SCHNEIDER AND MATTHEW BRELIS FOR DOCUMENTING MEDICAL AND SUBSTANCE ABUSE PROBLEMS AMONG COMMERCIAL AIRLINE PILOTS.

Their reporting uncovered an outdated medical review of pilots by the federal government, including superficial examinations and lack of drug testing.

As a direct outgrowth of The Press' work, Congress held hearings, the American Medical Association advised physicians to report impaired pilots, the Federal Aviation Administration reassigned its top physician, and the Department of Transportation ordered random drug testing for pilots.

Now the reporting that achieved this dramatic turnaround has been honored with the 1987 Pulitzer Prize for Public Service.

Last year, The Pittsburgh Press received the 1986 Pulitzer Prize for Specialized Reporting for a series by Andrew Schneider and Mary Pat Flaherty on abuses in the worldwide organ transplant system.

Members of the Scripps Howard family have now won 33 Pulitzer Prizes.

SCRIPPS HOWARD
NEWSPAPERS

Promotion hampered by too few coupon inserts

Executives of several newspapers around the country said the main reason they do not promote the value of coupons in their newspapers is that suppliers do not furnish enough free-standing coupon inserts for the full press run.

"The main issue is, we're not getting enough coupons," said Richard J. Lakus, circulation director of the Worcester (Mass.) Telegram and The Evening Gazette.

Last year the Audit Bureau of Circulations authorized a 12-month trial, beginning last Oct. 1, during which newspapers could promote the value of the coupons contained in that day's paper.

M. David Keil, president and managing director of the bureau, said he does not know the exact number of newspapers that are trying same-day promotions, but it appears to be relatively small [**presstime**, April 1987, p. 55].

"The suppliers furnish you with coupons based on your net paid circulation," said Lakus, current president of the International Circulation Managers Association. "This is substantially different from the total number of papers you distribute." Ideally, he explained, a newspaper would like to sell all the papers it places on the newsracks, but realistically, that seldom happens. This is one of the reasons the actual press run exceeds paid circulation.

"My paper can run as short as 20,000 (insert) coupons a week," Lakus reported. This leads to situations where subscribers call and complain that their Sunday paper did not have a particular coupon mentioned in a radio commercial.

Frank J. Savino, vice president/marketing for The Record in Hackensack, N.J., said the same situation exists at his paper. Although Savino said he was initially enthusiastic about the idea of same-day promotion of coupons, there are never enough inserts for all of the newspapers printed.

"For us to say we are carrying 'X' number of dollars worth of coupons today and then not to have them in the newspaper would be a disaster," he said. "I was very hot on the idea till it became a reality, and then I realized the pitfalls."

The Denver Post (morning, 227,105; Sunday, 425,454) began promoting same-day coupons last October on both Wednesday and Sunday, said Robert J. Masino, director of circulation. But Masino said that for the same reason—not enough inserts—the newspaper does not promote coupons regularly any more.

"Their (advertisers') primary objective is to reach the home-delivery subscriber," Masino said. "They just hesitate to give you more (for single-copy subscribers)."

To make up for shortages, the Post removes coupons from unsold single copies of early editions, then inserts them into later editions.

The Chicago Tribune is continuing to promote its coupons on newsrack cards and front-page stickers, although Vice President and Circulation Director Howard L. Hay acknowledged that the number provided by the insert printers does not equal the press run. "You try to squeeze as many coupons in as you can," he said, adding that the Tribune also recycles inserts from unsold returns of early editions.

Another strategy, he said, is to ensure that coupons are included in copies going to zones where their value is being promoted.

Executives of the three marketing companies that dominate the coupon-insert business–Quad Marketing, Valassis Inserts and Product Movers–agreed that newspapers do not receive a fully supply.

They explained that the package-goods manufacturers whose products are promoted in the coupons will not allow them to furnish enough for all single-copy sales. The potential for fraud is too great, because no one tracks the coupons in unsold single copies, they said.

Celeste Lazerrari, media manager for Product Movers, said her company polled the manufacturers a year ago because of newspapers' complaints about shortages. The manufacturers refused to increase supply beyond about 80 percent of the audited circulation, she said. *—Gene Goltz*

San Francisco workers fired for alleged circulation fraud

More than 30 employees of the San Francisco Newspaper Agency have been fired on charges of falsely inflating the number of unsold copies of the San Francisco Chronicle and the San Francisco Examiner.

The alleged fraud may have cost the agency, which prints and distributes the two San Francisco newspapers, many thousands of dollars, said Jesse Knight, vice president of marketing for the agency. That's because drivers were given credit at the going wholesale price for thousands of copies of newspapers they falsely claimed they did not sell, he said.

The agency is working with the Audit Bureau of Circulations on revising upward the true circulation of both newspapers, Knight said. The San Francisco Examiner (evening, circulation 145,014) sells 50 percent of its papers from newsracks, and the Chronicle (morning, 551,545) 30 percent.

Knight said in late April that although he could not give the precise number of employees who have been dismissed following an investigation by the newspaper agency, it was well over the 28 who had been let go by the end of March. It remains to be seen how many thousands of dollars have been fraudulently paid out and how many thousands of copies each newspaper will gain when true circulation figures are arrived at, Knight said. In both cases, he added, the figures will be "substantial."

Knight said the fraudulent scheme was uncovered by hidden cameras, which showed that drivers were not returning the vast number of newspapers they had claimed were unsold. As the investigation continues, Knight said he is certain that more people will be fired. ☐

L.A. Herald Examiner, USA Today experiment with joint home delivery

The Los Angeles Herald Examiner and USA Today teamed up for two weeks in March for an experiment in home delivery of both newspapers.

The Hearst Corp., owner of the Herald Examiner, agreed to deliver 3,600 copies of Gannett Co.'s USA Today in a cost-cutting test. Hearst is sending out follow-up questionnaires, asking people involved in the test whether they would consider taking both newspapers and what price they would be willing to pay.

Officials at the two companies said it is too soon to determine whether any joint distribution activities will result from the test.

USA Today (morning, circulation 1,179,052) said it has a home-delivered circulation of 19,500 in Southern California, of which about 10 percent are carrier-delivered. The remainder are delivered by same-day mail.

The Herald Examiner's circulation (morning, 241,454) is mostly single-copy sales, with about 55,000 weekday home deliveries by carrier. ☐

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Year-long, nine-city research project cites lack of reading time for loss of subscribers

New subscribers who quit a newspaper within a year cited "had no time to read" more than any other factor as a reason, according to new research.

The great majority of those surveyed—both those who dropped out and those who still subscribed after a year—also said they were generally pleased with the contents of their newspaper. That finding gave rise to the title of the report summarizing the research: "Love Us and Leave Us: New Subscribers One Year Later."

The results came from a 12-month study sponsored by the American Society of Newspaper Editors and the Newspaper Research Council, with cooperation of the International Circulation Managers Association.

The report was largely written by Virginia Dodge Fielder, vice president/news and circulation research at Knight-Ridder Inc., assisted by Beverly Barnum, corporate director/market research of Harte-Hanks Communications Inc.

It suggested that editors take people seriously when they complain they have no time to read; four out of 10 former subscribers indicated this was the case, and a nearly equal number said, "Papers kept piling up before they got read."

Love Us and Leave Us
New Subscribers One Year Later

Further, the report said editors might want to consider using more anchored features, indexes, summaries and other devices to help people plow through the newspaper. "Brainstorm ways to help people use their reading time more efficiently," it advised.

The one-year research project involved 1,745 new subscribers of newspapers of various sizes in nine cities. By the end of the 12-month period, 53.1 percent were still subscribing, 43 percent had canceled and the status of the other 3.9 percent was unknown.

The researchers found that 22.1 percent of the 750 households that stopped taking the paper did so because the residents had moved. Those surveyed were found to be "an extraordinarily mobile group"; half had lived at their current address less than a year, and another quarter had lived in the local area less than a year.

The second-highest reason for quitting the paper—about 3 cases in 10—was problems with delivery.

The compilers of the report noted that the survey did not represent statistically accurate samples of readers, and that it did not represent all new starts in daily newspapers nationally. "Nevertheless," the report stated, "the results are persuasive."

Among other findings:

- 67 percent of "voluntary" starts kept taking the paper after 12 months, against only 45 percent of those labeled "pressure" starts—those resulting from a sales pitch.
- Nine out of 10 former subscribers rated the content of the newspaper they had quit as "good to excellent."
- Only 53 percent of former subscribers agreed that reading a newspaper daily is an important way to keep informed, compared with 76 percent of continuing subscribers.
- The second-highest reason for quitting the paper—about 3 cases in 10—was problems with delivery, including late and missing papers.
- Only 13 percent said they quit because they didn't like the news and feature content of the newspaper.
- Those who stopped taking the paper were more likely to be young, single, less than college-educated, apartment dwellers and living in households making less than $35,000 a year.

As a result of the survey the authors of the report made several suggestions, including:

- Circulation departments should recognize that while discounts and other selling techniques increase trial subscriptions, they also increase "churn"—turnover among subscribers.
- Newspapers should measure retention and circulation sales effectiveness by measuring costs-per-order of different types of starts, according to the system developed by the Future of Advertising Project [**presstime**, April 1987, p. 55].

The report was presented in April to the Newspaper Research Council meeting in Nashville and several days later to the ASNE Convention in San Francisco.

Fielder said ASNE paid $3,500 to cover part of the costs of interviewing and about $5,000 for printing the report; the NRC paid $3,000 for interviewing; and additional support came from Knight-Ridder, Harte-Hanks, The New York Times Regional Newspaper Group and the nine papers in the study. They were the Abilene (Texas) Reporter-News; The Record, Hackensack, N.J.; Chicago Tribune; The Dallas Morning News; The Ledger, Lakeland, Fla.; Lexington (Ky.) Herald-Leader; Press-Telegram, Long Beach, Calif.; The Washington Post, and the Yakima (Wash.) Herald-Republic.

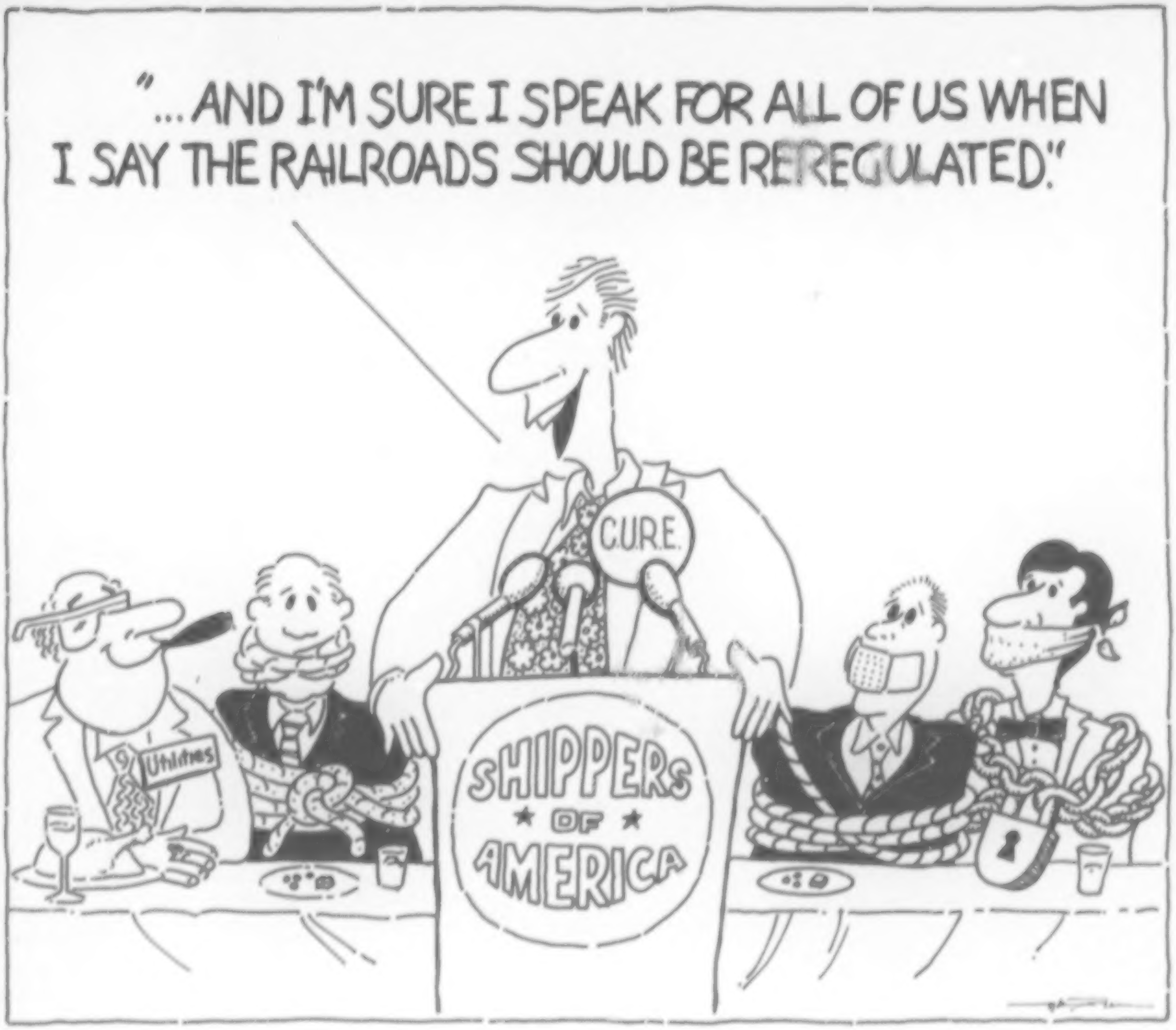
Copies have been distributed to members of ASNE. Additional copies are available for $5.50 each from ASNE Foundation, P.O. Box 17004, Washington, D.C. 20041. ☐

Hard times lead to newsstand thefts

As the economy got worse, the thefts increased. And before long it seemed that Milton B. Ryan, circulation manager for The Montana Standard in Butte-Anaconda, couldn't go anywhere without witnessing single-copy thefts.

- As Ryan was eating lunch at a popular Butte restaurant, he watched the cook insert 35 cents into a newspaper vending machine and remove about 50 copies of the 17,170-circulation morning paper. The cook proceeded to hand them out to customers. When Ryan complained, the restaurant manager reprimanded the cook but took no other action.
- Just outside the newspaper's business office, Ryan watched as a woman inserted 35 cents and took out numerous copies, one by one. When she looked up and saw Ryan watching her, the woman reacted with grace under pressure. She reached into her purse for coins and began steadily inserting them into the slot.
- Ryan has seen apartment residents pay for one paper and load up with extra copies for neighbors.

Ryan said a staggering 25 percent of the Standard's newsstand copies are lost to theft. He thinks it is largely a result of the falling prices of copper, which led to the closing of Butte's economically vital Anaconda Copper Co. mines. ☐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Utilities
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Some people who claim to speak for everybody are really speaking for almost nobody.

For example, there's a group in Washington calling itself Consumers United for Rail Equity (C.U.R.E.) that claims to speak for rail shippers. It's a group that is supported principally by the coal and electric utility industries. And it's seeking revisions to the Staggers Rail Act of 1980 which–if they benefit anyone–would primarily benefit the coal and utility industries at the expense of most other rail customers.

Most shippers–87 percent of those surveyed recently–are happy with the improved service and rates brought about by deregulation. They don't want to see this progress reversed. And they certainly don't want to change a law that has revitalized failing railroads and made it possible for all railroads to become so competitive with each other and with other modes of transportation that rates overall are dropping.

Even the rates paid by C.U.R.E.'s supporters for shipping coal have dropped for the past two years. Down 2 percent in 1985 and down 2.5 percent in 1986. They're now at their lowest level since 1981. In addition, the contracts made possible by the Staggers Act have assured many utilities of low rates in the future.

Nevertheless, C.U.R.E.'s members think they can use federal and state governments to lower their rates still further.

Maybe. But if they win, most other rail shippers will lose–through higher rates, deteriorating service, and–as railroads decline–perhaps through loss of service altogether.

If you're a journalist interested in these issues, the Association of American Railroads will be happy to provide you with more information. Because we think that to tell the story properly, you need facts, not just assertions. To get the facts, write Media Information, Association of American Railroads, 50 F St., N.W., Washington, D.C. 20001, Dept. 712. If you're on a deadline, call (202) 639-2555.

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Unions seek monitoring curbs

Electronic monitoring of employees' work is emerging as one of the hot labor issues of the '80s among unions both inside and outside the newspaper business.

"It's a growing issue on the office scene, especially keystroke monitoring," said David J. Eisen, director of research and information for The Newspaper Guild.

Morton Bahr, president of the Communications Workers of America, has called monitoring "a worker-rights' issue for all workers."

"We haven't encountered it as much as other unions," said Walter Lypka, education director of the Graphic Communications International Union, "but it's a further erosion of workers' privacy. A matter of principle is involved."

The systems at issue can, for example, show the number of telephone calls answered, the handling time and the customer waiting time. Such monitoring is much more prevalent at telephone companies, airlines and insurance companies than at newspapers.

The congressional Office of Technology Assessment is preparing a report on the growth of electronic monitoring in the workplace for the House Government Operations Committee and the House Judiciary Committee's Subcommittee on Civil and Constitutional Rights. An OTA spokeswoman said the report is expected to be released in late May or early June.

Supervisor and employee check record of calls.

An earlier report commissioned by the congressional office cited the failure of today's computer-based monitoring techniques to measure quality of work along with quantity. Research for the report by professors at the University of Wisconsin included a survey of Guild-represented classified advertising employees at The New York Times and the St. Paul Pioneer Press and Dispatch.

Several other newspapers are known to maintain computer-generated records of the productivity of workers in their classified departments and in their circulation departments' customer-service areas.

The report prepared for the OTA said that controlled access to the records resulting from monitoring systems was a source of conflict between classified employees and management.

All employees who participated in the survey conceded that computerization had made their jobs easier and helped them work more efficiently, but most respondents said the monitoring systems did not enhance their performance.

The Guild and other unions, including the CWA and the GCIU, have participated in OTA discussions on the subject. In response to a draft of the forthcoming OTA report, the unions and the AFL-CIO contended that computer monitoring increases job stress, thereby threatening workers' health and hindering job performance and satisfaction. The group submitted to the OTA 34 case studies of electronic monitoring systems installed by employers.

The group pointed out that many of those case studies identified health effects "believed to be caused or promoted by computer monitoring," including anxiety, depression, headaches, gastrointestinal disorders, hypertension, eyestrain, musculoskeletal symptoms and chest pain.

Separately, the Guild called upon the OTA to endorse legal prohibition of monitoring of individual employee performance, as recommended by an international conference of unions in Switzerland in 1984. Eisen said that OTA's draft report contained findings that would support such an endorsement.

Eisen said the argument against such a ban in another part of the draft—that it might best be left to union-management resolution—was undermined by the draft's recognition elsewhere that U.S. office workers largely are not represented by unions.

The issue has been raised by the Guild in at least one city during recent negotiations for a new labor agreement. R.L. (Ralph) Wray, employee relations director at the St. Paul daily, said the Twin Cities Guild had proposed, among other things, that the new contract contain a prohibition against "secret surveillance," that monitoring not be used in disciplinary proceedings, that there be restrictions on monitoring and that a joint management-Guild committee be formed on the issue. None of the Guild's proposals were incorporated into the contract ratified in March by the unions' members.

"I don't think there should be anything secret about it," Wray said. "Monitoring can be misused, but if used appropriately it can be a very useful tool for both employees and management." He added that any recording of information at the newspaper is shared with employees.

Newspaper labor specialists also point out that before computers came along, monitoring was done visually by supervisors, and that time studies and stop watches have been part of the workplace for years.

The AFL-CIO's Executive Council, at its winter meeting in Bal Harbour, Fla., said the federation will press for legislative measures aimed at curbing "abuses" of monitoring.

Toward that goal, Rep. Don Edwards (D-Calif.) has introduced a bill (HR 1950) that would amend federal wiretapping laws to make it unlawful for an employer, or an agent of an employer, to listen in on an employee's work phone call unless a repeating audible tone is utilized to warn parties involved in the call. The bill is supported by the CWA., which has adopted the slogan "Don't Bug Me." *–Clark Newsom*

Minimum wage bills

Bills have been introduced in the U.S. Senate and House to increase the $3.35 hourly federal minimum wage in three steps to $4.65 by Jan. 1, 1990. The current minimum became effective Jan. 1, 1981.

Effective Jan. 1, 1991, and Jan. 1 of each succeeding year, the minimum wage would be adjusted to equal 50 percent of the average private, non-supervisory, non-agricultural hourly wage as determined by the U.S. Labor Department's Bureau of Labor Statistics.

The bills are supported by the AFL-CIO. □

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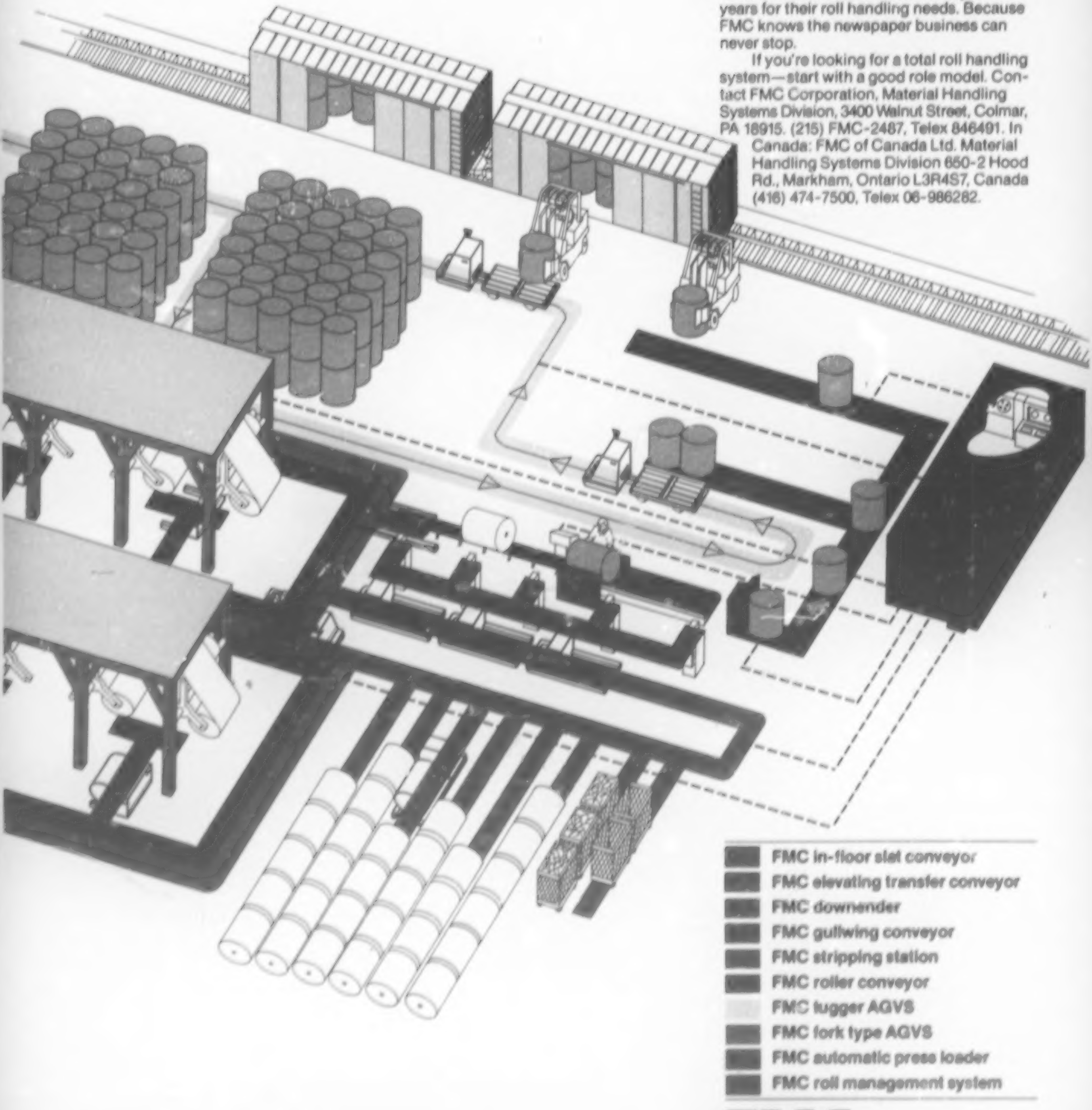
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NLRB orders newspaper to drop code of ethics

The National Labor Relations Board has ordered The Mercury of Pottstown, Pa., to rescind a code of ethics it promulgated in 1974.

The board found that the newspaper had violated the Taft-Hartley Act by refusing to bargain with Local 10 of The Newspaper Guild about terms, conditions of employment and penalties embodied in the code. The case had been remanded from the U.S. Court of Appeals, District of Columbia Circuit.

The Mercury, an Ingersoll newspaper, had not decided by press time whether to appeal the board's decision.

The code established standards of accuracy, objectivity and fair play. It prohibits acceptance of gifts and favors, and requires employees to avoid any activity or conduct that could compromise the newspaper's integrity.

The board had ruled in 1977 that the newspaper had no duty to bargain with the union over code provisions but did have such an obligation regarding penalties.

The Guild appealed to the Court of Appeals, which in 1980 directed the board to re-examine the code to determine whether it fell within the category of mandatory bargaining subjects under the act [**presstime**, Oct. 1980, p. 41].

In its latest decision, the board agreed with the court that, as a general principle, rules like code provisions and their penalties "should not be artificially severed from each other" for purposes of bargaining.

The board said that a news publication is free to establish reasonable rules to protect its editorial integrity without necessarily being required to bargain. However, the board said, a publisher's degree of control "is not open-ended." In determining whether an employer—without prior bargaining—may impose rules or codes of conduct governing employee behavior, the board said the rule "must on its face be narrowly tailored in terms of substance" without being overly broad, vague or ambiguous.

Re-examining The Mercury's code under those criteria, the board said the code as a whole did "not withstand such scrutiny and must be rescinded."

The board noted that the code applies to "all employees," not just reporters and editorial personnel. The code contains a "pledge" stating that any employee "who does not wholly and fully subscribe to these tenets should make himself known now and state his reasons." The board said this pledge, in effect, unlawfully requires the employee to bypass the bargaining representative and bargain directly with the company.

In addition, the board said the code provisions were "substantially overly broad" rather than "narrowly tailored." For example, the board said, if an employer wishes to address the subject of an employee's secondary employment, "we deem it incumbent on the employer to distinguish between employment which would constitute a clear and improper conflict of interest, and that which does not. We find no such distinction made here."

With respect to The Mercury's attempts to curtail other outside activities—such as "political involvement," service in community organizations or conducting their "personal lives" in a manner that reflects adversely on the newspaper—the board said it agreed with the court that such regulation "interferes substantially with the civil and economic rights of the employees" and on their private lives.

Preservation of editorial integrity does not necessarily require employee abstention from political participation, according to the board decision.

In other sections of the code, the board found "vagueness and certain ambiguities." Such "infirmities," the board said, may be "tolerable" where a company wishes merely to announce its goals as part of an effort to improve the newspaper's quality and credibility. "But they are not acceptable where, as here, an employer seeks unilaterally to impose such imprecision on employees in the form of rules which affect their terms and conditions of employment, and for breach of which the employees may be subject to discharge."

The board added that its decision did not preclude the newspaper from establishing a completely new ethics code, "subject to the standards set forth above."

(Peerless Publications Inc. and Newspaper Guild of Greater Philadelphia, 283 NLRB No. 54) ☐

Ruling in Concord 'professional' case is not expected soon

It may be 1989 before a federal judge rules on whether newspaper reporters, photographers and non-supervisory editors should be classified as "professional" employees—exempt from the overtime requirements of the Fair Labor Standards Act.

Post-trial briefs in the closely watched case involving the Concord (N.H.) Monitor were filed in July 1986 [**presstime**, Aug. 1986, p. 49]. The case was heard in Concord by Chief U.S. District Judge Shane Devine.

The reason a ruling is not expected soon, according to several people close to the case, is that the court has only two judges to handle an unusually heavy caseload.

"The other judge is swamped, and Devine is helping him," said an attorney involved in the case, *Secretary of Labor v. Newspapers of New England Inc.*

Monitor President George W. Wilson said it is his understanding that "there are other decisions due from (Devine) from cases that were argued up to two years ago."

There is "no way to tell" when a ruling might come, said John S. Casler, attorney for the U.S. Labor Department.

In a related matter, Herbert J. Cohen, deputy administrator of the department's Wage and Hour Division, which is considering whether reporters should be exempt under the FLSA, said a notice of proposed rulemaking is scheduled to be published in the Federal Register in October [**presstime**, April 1986, p. 64]. ☐

Increase in elections

There were 29 union representation elections conducted by the National Labor Relations Board at newspapers in 1986, compared with 23 in 1985. The number lost by unions rose with the increase in number of elections. Last year, unions won nine and lost 20. In 1985, unions also won nine but lost 14 [presstime, March 1986, p. 25].

Recent contract settlements

Houston Post, Mailers: Three-year agreement covering mailroom employees; effective July 15, 1986.

Winnipeg (Manitoba) Free Press, CWA, GCIU: Three-year agreements covering separate units of composing room employees, editorial and commercial employees, and pressroom employees; retroactive to Oct. 1, 1986.

(Details in April and May 1987 ANPA Labor & Personnel Relations Letters.)

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We don't think crime should pay.

In Houston, a man, one of tens of thousands, was arrested for entering this country illegally. He was placed in a privately run jail. And killed when he was suspected of trying to escape.

Who is responsible? The private corrections company or the state?

In Pennsylvania, a judge ordered a privately operated prison to return 55 out-of-state inmates the prison managers had brought in to increase their profits.

Private prisons are the most dangerous aspect of the policy of privatization—the transferring of certain public service to private enterprises. Maybe that's why many states have considered "contracting out" prisons, but very few have even experimented with it.

Out of 4,000 state and local corrections facilities, only thirty privately run prisons or jails are now operating in the U.S., according to the National Institute of Corrections.

Law enforcement and legal experts agree that privatizing prisons would leave governments liable for the actions of a private company.

Imprisoning a citizen is one of the most drastic acts governments can take. Government, and government alone, should have the legal responsibility and liability of incarceration.

There could easily be fundamental conflicts between a private firm's profit motive and a government's duty to ensure the fair administration of justice.

Private jails run the risk of bringing cost considerations into the forefront of public safety. Salary and benefits make up around two-thirds of corrections costs. Several major corporations involved in privatization say that hiring fewer people and cutting salary and benefits is one way they plan to make a profit. This in a nation where staff-to-inmate ratios are already dangerously high.

There are deep legal and ethical questions concerning "contracting out" prisons.

Do you think a private parole board should decide who they can let out of prison?

Should private guards judge the conduct of an inmate which affects the length of time a person should stay in jail?

Should we let some of our citizens profit from the punishment of others? (With private contractors, the more prisoners they have, the more money they make. There is no incentive to rehabilitate.)

Can a city or state legally relinquish its responsibility or liability for the incarceration of inmates?

From every angle, "contracting out" of prisons is bad policy and bad government.

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Drug, other tests on upswing at newspapers

BY MARK INGHAM

Nine percent of the newspapers responding to a new ANPA survey on personnel practices report that they ask job applicants to submit to a test for drug use.

Pre-employment drug testing is nearly twice as prevalent at newspapers with one or more labor unions, compared with non-union newspapers.

This information is among the preliminary findings from the survey, which was mailed to ANPA-member newspapers early this year by the Association's Human Resources Department [**presstime**, Jan. 1987, p. 58].

Except for newly added questions such as the one about drug screening of job seekers, responses are being compared to those drawn from a similar survey conducted in 1981. The goals are to identify developing trends in personnel management in the newspaper industry and to provide members with information on a variety of personnel issues.

As of late-April, 415 completed survey forms had been returned to ANPA—a 30-percent response rate. While statisticians believe that figure approaches an acceptable rate of return, response to the first survey was close to 39 percent [**presstime**, Dec. 1981, p. 44].

Additional responses are being sought to enhance the statistical accuracy and reliability of the final results.

On the matter of pre-employment testing besides drug screening, the survey shows a clear upswing. Those giving job applicants an overall physical examination have increased from 9.5 percent of the respondents to 31 percent. In addition, 38 percent give an aptitude test, up 3 percentage points from 1981 [**presstime**, Oct. 1986, p. 38].

According to other preliminary findings:

- The number of newspapers with a personnel manager has increased from 45 to 52 percent.
- The number of personnel departments with more than six employees has increased from 17.5 percent of the total to 25 percent.
- The number of newspapers budgeting 1 percent or more of their operating budget (other than wages and benefits) for the personnel function has increased from 25 to 31 percent.

Responses to the current survey indicate that of those newspapers where unions lost one or more representation elections in 1986, 75 percent had a personnel department. Since the previous survey, there has been a slight decline in respondent newspapers with one or more unions—from 51 to 49 percent.

In the employee-benefits area, some forms of coverage have increased. In 1981, 5 percent of respondents indicated that they offered employees some form of "cafeteria" benefits, whereby workers select from several options [**presstime**, June 1983, p. 28]. Current responses show that figure has risen to 8 percent. Also, only 30 percent of the responding newspapers pay the full cost of hospitalization/surgical benefits compared with 51.7 percent in 1981.

There has been a slight increase in the percentage of newspapers offering pension coverage for their employees, from 86 percent in 1981 to 88 percent in 1986. In addition, the portion with non-contributory plans has increased from 73 to 76 percent.

In another area, the practice of permitting flexible scheduling of work hours has grown. In the new survey, 18 percent of the newspapers said they allowed "flextime" scheduling, compared with 16 percent in 1981. The departments most likely to operate with employees on a flexible schedule are production and editorial.

Another question new to the survey and for which there is no comparative data concerns job-sharing—where two people share one full-time job. Fifteen percent of the respondents report they have job-sharing positions. Once again, the departments most likely to have job-sharing arrangements are production and editorial.

Another development is the reduction in the numbers of employees in certain departments, especially when analyzed by circulation size. Newspapers with circulations of more than 500,000 have decreased the average number of composing room employees from 292 in 1981 to 198 in 1986.

As more surveys are returned, the data will be refined to provide greater depth to the analysis, according to Patricia P. Renfroe, ANPA manager/personnel relations. A complete report eventually will be mailed to all ANPA-member newspapers. □

Ingham is ANPA personnel relations asssociate.

Drug booklet distributed

The problem of drug abuse is a growing one for newspaper managers, according to the chairman of ANPA's Environmental Task Force. But most managers lack information about drug-screening programs, said Michael Stern, production manager of Syracuse Newspapers Inc.

To remedy this situation, ANPA has sent copies of a booklet, "Urine Testing in the Workplace," to every member newspaper.

In a cover letter, Stern said the booklet, developed by the American Council for Drug Education, "is intended to provide newspaper executives with an overview of the subject that can be used in conjunction with other information generally available to them locally." The intent is to enable them to "make an informed, independent decision about what is best for their employees, their newspaper and ultimately their community," Stern said.

The booklet includes information about the legal issues of urine testing, analytical methods for testing and the process of selecting a laboratory.

Union files lawsuit over personnel files

Local 51 of The Newspaper Guild has filed a civil suit against The Milwaukee Journal and Milwaukee Sentinel charging the newspapers with unlawfully withholding from employees "secret" information contained in their personnel files.

The suit, filed in Milwaukee County Court, seeks an injunction that would forbid the company from collecting personal information that is unrelated to employees' work performance. The plaintiffs are the union and 14 members of its executive board.

A Wisconsin "open records" law provides that employees have the right, with certain exceptions, to look at their personnel files. The right to inspect does not apply to such matters as test results and material used by the employer for staff-planning purposes.

The company said it is legally entitled to withhold certain confidential information from the union.

The suit stems from disclosures made during a hearing before an NLRB administrative law judge that two sets of personnel files are kept—one in the newsroom and one in the personnel department. The hearing concerned the company's proposal made during negotiations for a new contract that all pay for editorial employees be based on merit [**presstime**, Nov. 1986, p. 34]. A decision by the NLRB judge is pending.

The union represents about 300 editorial employees at the newspapers. □

Pay-for-performance system embodied in Guild contract

A new labor agreement negotiated between Local 82 of The Newspaper Guild and The Seattle Times contains a pay-for-performance system for the first time in a Guild contract.

A separate contract covering editorial employees of the Seattle Post-Intelligencer also was concluded. The newspapers operate under a joint operating arrangement whereby the Times handles all but editorial functions for the Post-Intelligencer.

A key change in the new Times contract is that advertising sales personnel will not get a general wage increase; instead, they will share a minimum pool of incentives from which monthly commissions will be paid depending on individual sales performance. Under the contract, grievances over performance pay are not subject to arbitration, but there is an internal appeals procedure.

Another provision creates the new job classifications of zone reporter or zone photographer. Employees so classified will receive between 65 and 70 percent of the pay of main-office reporters and photographers, depending on experience. Wages of current suburban reporters and photographers are protected by a "grandfather" clause in the contract.

The Guild represents about 770 employees at the Times and about 125 at the Post-Intelligencer. Employees received a lump-sum contract-ratification bonus of up to $1,000 for those making at least $600 a week, with smaller bonuses for those making less. The bonus was in lieu of retroactive pay in the contract back to the effective date of July 22, 1986.

The Guild had threatened to strike over new contract terms but did not receive the support of other unions [**presstime**, March 1987, p. 62]. ☐

Arbitrator says Denver paper is free to subcontract

The Rocky Mountain News of Denver did not violate a labor agreement with Local 74 of The Newspaper Guild when it unilaterally subcontracted janitorial work, an arbitrator has ruled.

In October 1985, the newspaper moved most of its operations into a new, five-story structure adjacent to its original three-story building. The company subcontracted for janitorial services to be performed in the new building; later, it added janitorial work on the first floor of the old building to the subcontract.

William W. Fletcher, president of the newspaper, said the subcontracting decision was made to effect a substantial reduction in maintenance costs and to obtain specialized maintenance of the glass, marble, granite and wood interior of the new building and refurbished first floor of the old building.

None of the company's 18 custodians was laid off because of the subcontracting.

The union contended that the subcontracting violated its labor agreement because the janitorial work had been performed by its members for some 30 years. The agreement states that no work being performed by covered employees will be assigned "to other employees of the publisher" who are outside the Guild's jurisdiction.

Arbitrator John Phillip Linn, professor of labor law and arbitration at the University of Denver College of Law, found that during contract negotiations the company had rejected Guild proposals to limit subcontracting work.

"Given this history of contract negotiations," he ruled, the newspaper retained the right to subcontract.

Linn also found that the company did not violate the labor agreement by subcontracting the work without prior notice to or discussion with the union. ☐

Fired driver wins unemployment benefits

A delivery truck driver for The Spokesman-Review and Spokane Chronicle who was discharged for tardiness was entitled to unemployment benefits, the Court of Appeals of Washington state has ruled.

The driver was fired after being late to work 14 times during the 15 months prior to his discharge. His schedule required him to be at the company's loading dock by 12:45 a.m.

The state's Employment Security Department had denied benefits to the former employee on grounds that he had been discharged for misconduct. He appealed to a county court, which subsequently ruled in his favor. The Employment Security Department appealed that decision to the appellate court, and once again the former employee prevailed.

The appellate court noted that "misconduct" is not defined in the state's Employment Security Act. Moreover, the court said, there were no general guidelines or "rules of thumb" that define when tardiness becomes chronic or excessive so as to fit within the definition of misconduct. Each case must be judged on its own facts and circumstances, the court said.

The court ruled that the driver's conduct did not "amount to the misconduct necessary" to deny him benefits. It noted that the last two instances of tardiness were beyond his control because they were caused by power failures that stopped his alarm clock.

In addition to the unemployment benefits, the man was awarded $2,130 in attorney's fees. ☐

GCIU affiliation fails

Members of an independent union at Dow Jones & Co., publisher of The Wall Street Journal and other publications, have rejected a proposal to affiliate with the Graphic Communications International Union.

The members of the Independent Association of Publishers' Employees voted 568 in favor of affiliation and 530 against. Approval by two-thirds of the membership was required [**presstime**, July 1986, p. 73]. ☐

NLRB elections

Agana (Guam) Pacific Daily News, Teachers: Newsroom employees voted 11-8 against representation by Local 1581 of the American Federation of Teachers.

(NLRB Case No. 37-RC-2863)

Columbus (Ohio) Dispatch, Guild, Teamsters: Employees in the inside circulation department and single-copy rack division voted against further representation by The Newspaper Guild and in favor of representation by the Teamsters. The vote was 47 for the Teamsters, 1 for the Guild and 40 for no union.

(NLRB Case Nos. 9-RC-15014, 9-RD-1364)

South Bend (Ind.) Tribune, Teamsters: Bundle delivery drivers voted 24-5 against representation by Local 364 of the Teamsters.

(NLRB Case No. 25-RC-8413)

Jury finds Daily News discriminated against blacks

A Manhattan federal District Court jury is scheduled to begin deliberations May 11 on financial damages due four black editorial employees of the New York Daily News.

The jury decided April 16 that the newspaper had discriminated against the four between 1979 and 1982 by giving them fewer promotions and lower salaries than were given to white journalists with comparable experience and qualifications.

All four—reporter David W. Hardy, copy editor Causewell Vaughan, Assistant News Editor Steven W. Duncan and Manhattan Cultural Affairs Editor Joan Shepard—still work at the News.

John M. Dunleavy, assistant to the publisher, said the verdict would be appealed. He said the newspaper "remains convinced" that it did not discriminate against the staff members. "The News believes its presentation to the federal jury was severely hampered by the trial judge's highly prejudicial rulings, which excluded key witnesses and evidence."

U.S. District Judge Miriam Goldman Cedarbaum presided over the trial. It was the first courtroom case involving a race-discrimination case brought by editorial employees against a major news organization [**presstime**, March 1987, p. 63]. Out-of-court settlements have been made in other cases.

Albert E. Fitzpatrick, president of the National Association of Black Journalists, said the verdict "will make editors take a look at the minorities on their staffs and see if they are really being treated fairly and given opportunities to succeed in the newsroom." Fitzpatrick, who is assistant vice president/minority affairs for Knight-Ridder Inc., said he sees "a positive thing coming out of this. The awareness factor will be heightened throughout our newsrooms."

Dunleavy of the News said "we feel strongly that we've made progress in minority hiring in recent years." Of the 445 people in the newsroom, 13 percent are minorities, he said.

According to a 1987 survey by the American Society of Newspaper Editors, 6.56 percent of U.S. newsroom employees are minorities (black, Hispanic, Asian American and American Indian). □

'Focus on Daily News' in labor negotiations

Negotiations with 10 unions for renewal of labor agreements that expired March 30 at the New York Daily News, the New York Post and The New York Times are continuing, although talks at the latter two papers are "on the back burner," according to a union official.

"The whole focus is on the Daily News," said George E. McDonald, president of New York Mailers' Union No. 6 and head of the Allied Printing Trades Council, an umbrella group that represents the 10 unions. Tribune Co. of Chicago, owner of the Daily News, has asked for concessions from the unions [**presstime**, Jan. 1987, p. 56]. "The unions want to know what investment the Tribune Co. will make," McDonald said.

Other union officials predicted new contracts are unlikely to be agreed upon before this summer. □

Court reinstates sex discrimination case in Cleveland

A 15-year-old case charging The Plain Dealer of Cleveland with sex discrimination has been revived by the 6th U.S. Circuit Court of Appeals.

In a 2-1 ruling, a panel of the court overturned a federal District Court judge who last year granted the newspaper's motion for summary judgment [**presstime**, March 1986, p. 56].

A company spokesman said The Plain Dealer is filing a petition for a rehearing before the full court.

The case began in 1972 when Local 1 of The Newspaper Guild filed a charge with the Equal Employment Opportunity Commission.

The union alleged that the newspaper was discriminating against women in the editorial department in terms of merit pay, promotions, assignments, and other terms and conditions of employment.

In 1982, the EEOC informed the Guild that conciliation efforts had failed. The Guild then filed a class-action suit in U.S. District Court.

U.S. District Judge Thomas D. Lambros held that the Guild had not presented a sufficient explanation for its delay in bringing suit. But the majority of the appellate court panel disagreed, saying the delay was caused by the newspaper's "own stonewalling" and refusal to cooperate with the EEOC. □

Two Canadian dailies struck by GCIU

Two dailies in Ontario have been struck by local unions of the Graphic Communications International Union in unrelated disputes over renewal labor agreements. Both newspapers are continuing publication.

The Cornwall Standard-Freeholder was struck April 2 by members of the Montreal local, which represents employees in the pressroom and another unit of employees in the advertising, business and circulation departments. Two pressmen and nine clerical employees are on strike at the 17,056-circulation paper. Agreements covering the two units expired June 30, 1986.

The Brampton Times was struck March 30 by members of the Toronto local, which represents pressroom employees. Two pressmen are on strike. The agreement at the 7,921-circulation daily expired Oct. 31, 1986. □

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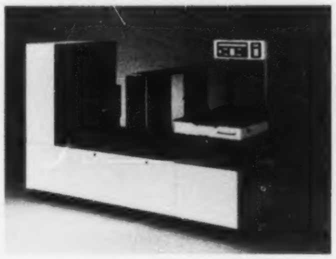

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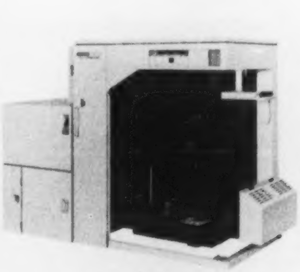


DS America C-220-E camera

Scitex Assembler terminal

For the first time since 1983, the Association takes its annual trade show to flamboyant, fast-paced Las Vegas.

The 59th annual event, previously known as the Operations Management Conference & Exposition, was renamed this year to ANPA/TEC '87—the ANPA/ Technical Exposition and Conference. Although the name has been streamlined, the show has not.

The June 6-10 equipment Exposition will take up about two-thirds of the Las Vegas Convention Center, the second largest exhibit hall in the United States. More than 280 exhibitors have contracted for 310,000 square feet of booth space, setting records yet another time. (Adding aisles, room between booths and other needs, the overall space requirement will be on the order of 600,000 square feet.)

There will also be the customary three days of Conference sessions.

Larry D. Strutton, chairman of the ANPA/ TEC '87 Arrangements Committee and vice president/operations for the Los Angeles Times, said stock-market analogies are being used as the themes for each day's general session. On Monday, June 8, the focus will be on "The Market" and how newspapers can meet the competition. "The Issues" of press decisions, ink and quality will be featured the next day. And on the closing day, June 10, "The Futures"—live demonstrations that will offer a look at developing technology—will be featured.

Ten symposiums also will be conducted over the three session days [**presstime**, Feb. 1987, p. 58].

More than 10,000 people are expected for the event. Deadline for preregistration was May 1, but on-site registration will be available during each of the five days of ANPA/TEC '87.

The final program and a complete list of exhibitors and their booth numbers will be published in the June issue of **presstime**.

On June 7, **presstime** will sponsor its third annual Exposition and Conference "Fun Run" for attendees and their families. The two-mile course for runners, joggers and walkers will start and end at the convention center. Trophies will be awarded to the top finishers in the men's and women's divisions, and all people who complete the course will receive a **presstime** T-shirt commemorating the event and ANPA's centennial year.

Strutton predicted a warm reception for exhibitors. He believes the Las Vegas show will build on the brisk business generated by the 1986 Exposition in Atlanta. "Newspapers are really in a buying mood these days. There's a real boom out there in construction and in new equipment purchases," he said.

"In 1986 we had serious lookers, and this year we will have a lot of people who are looking to buy. The show represents the best chance to see all of the equipment you may be considering in one place so comparisons can be made."

Strutton said electronic photography and advancements in press technology will attract attention in Las Vegas. Electronic photography appears ready to live up to its promise of the past few years, the Times executive said. Many newspapers that postponed press purchasing decisions in recent years need to make those kinds of decisions soon, he added.

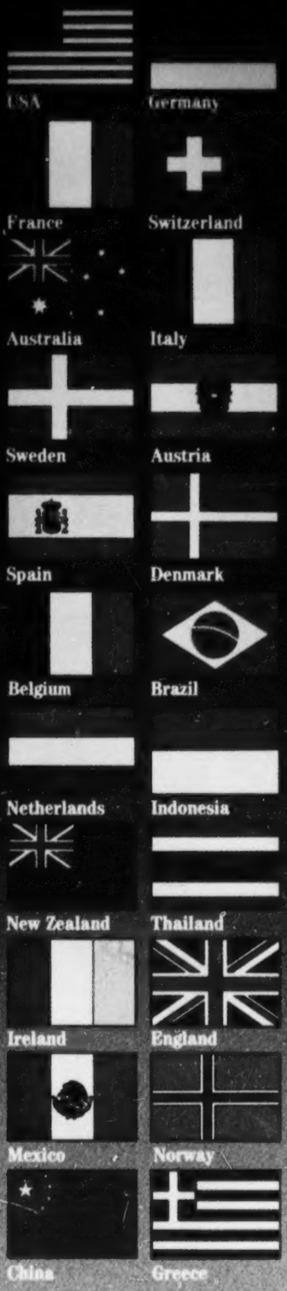
ANPA/TEC '87 Director Peter P. Romano, ANPA director/technical services, agreed and said ad-makeup terminals and personal computers for desktop publishing and other uses also should draw crowds.

As is always the case, some vendors decline to tip their hands until the opening of the show. However, many companies surveyed or interviewed plan to show a great variety of equipment never before shown at an ANPA Exposition. This year's equipment parade will include:

ELECTRONIC PHOTOGRAPHY

Electronic photography seems poised to turn dreams into reality this year, according to Strutton and other observers. Because of the relatively inexpensive equipment involved, they believe this new technology can enable even small newspapers to offer good color reproduction.

- *Associated Press*'s Visual Newsroom will feature the wire service's electronic darkroom, electronic cameras and its Access retrieval system that delivers AP graphics directly into a newspaper's graphics computer.
- *Canon USA Inc.* will demonstrate its still video system that includes a still electronic camera, a recorder, a printer and a transceiver for sending photographs over telephone wires.
- *Sony Corp.* will demonstrate its SG6x-10 Pro Mavica still electronic camera as well as the portable Pro Mavica video player/recorder and the CSS-100 color still system.
- *Tecnavia S.A.*, will demonstrate its Picture Store and Forward newsphoto management system. It retrieves—instantly and on-screen—any photo in computer storage. Up to 700 images can be stored at a time, the company said, and the system can be linked to full-page pagination equipment.
- *United Press International* will demonstrate its Pyxys digital picture transmission system. It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also will feature CustomData, a service that the wire service said "incorporates the broad spectrum of UPI's coverage, tailored to specific needs" of newspapers of various sizes.

SCANNERS, COLOR EQUIPMENT

For newspapers, good color has traveled the road from special, occasional use to necessity in a relatively short period of time. As the use of color increases, so do the equipment choices. Visitors to this year's show will witness the continuing evolvement of electronic scanners and other equipment.

• *Agfa-Gevaert Inc.* will demonstrate its Reco-Print photographic color proofing system for newspapers and its 6100-S Daylight Horizontal Camera that can be used with CopyColor proofing materials to reseparate wirephotos.

• *Chesley F. Carlson Co.* will set up a darkroom and produce high-speed color proofs. A color consultant will be available for discussions.

• *Crosfield Electronics Inc.* will demonstrate its Magnascan, a digital color scanner, and Scantex, an analyzer scanner that provides what the company describes as "high-quality color-image data" for manipulation on a Scitex America Corp. pagination terminal. The company also will demonstrate the AdWizard and NewsWizard VAX-based terminals for display-ad makeup and pagination, respectively.

• *Daylight Color Systems Inc.* will demonstrate its electronic tint-generating system for line art. The company said the electronic imaging system offers an alternative to manual mask making and contact tinting.

• *DS America* will demonstrate its C-220 E vertical daylight camera featuring microprocessor controls that handle all functions, from exposure to developing, internally. Also demonstrated will be its TG-200 tint-generating system that lays one to four flat tint colors into film negatives of line art. An operator designates on a computer screen the desired dot percentages for each tint on each color separation.

• *Newscolour Corp.* will demonstrate the Digi-Colour system that eliminates multiple color stripping, according to the company. Color correction masks and separations are made on scanner film and developed with rapid-access chemistry.

• *Scitex America Corp.* will demonstrate the concept of "distributed production" in a variety of electronic color pre-press terminals. The equipment includes the Astra color layout and production system, the Assembler page-assembly terminal and the Iris 2044 ink-jet proofing device.

• *X-Rite Inc.* will demonstrate a variety of densitometers, including the 408 and 418 portable color-reflection densitometers and the 361T black-and-white transmission densitometer.

OTHER PREPRESS

Printing plates, chemistries and other components dictate how well color reproduces on the printed page. Some vendors this year are introducing equipment to help cope with such problems as tinting and toning, still a major headache for offset-printed publications.

• *American Litho Inc.* will demonstrate web offset printing supplies and accessories, including an additive offset plate designed especially for color inks.

• *American Hoechst Corp.* will demonstrate a water-based chemistry for long-running, pre-sensitized offset printing plates, as well as color proofing films and processing equipment for films and plates.

• *Krause Printing Techniques International Inc.* will demonstrate a double-page platemaking system that can expose two printing plates simultaneously from two different films through dual exposure units.

• *Napp Systems (USA) Inc.* will demonstrate the NAPPflex flexographic printing plate and a table-top plate-exposure unit.

• *National Machine Co.* will demonstrate its Tone-Buster, a processor for additive offset plates. It desensitizes the plates—a process that helps eliminate toning, according to the firm.

• *New England Newspaper Supply Co.* will introduce its Neu-tro Mix Super Concentrate, a platemaking chemistry. It also will display 3M's Deadliner/Pyrofax platemaking supplies and a line of newsroom furniture.

• *NuArc Co. Inc.* will demonstrate an exposure unit for platemaking and proofing as well as light tables, darkroom and other prepress equipment.

• *Nu-Graphics Manufacturing Inc.* will display its XPress, an exposure unit that burns, processes and crimps plates; and the Accu-Lite Plate Register, a device that "accurately checks the registration of color plates before going to press," according to the company.

PRESSROOM EQUIPMENT

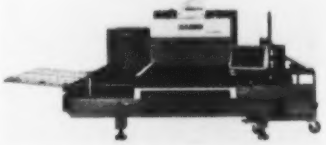
Newspapers of all sizes face press decisions these days. Go flexo? Or is the next generation of offset presses the answer? What about ink that resists "ruboff"—smudging on readers' hands? The booths in Las Vegas may contain answers to such pressing questions.

• *Alternative Resource Technologies* will demonstrate Printing Miser, a printing-waste management system. With stainless steel filters, the Miser cleans solvents and blanket wash, and it reclaims 95 percent of all disposable waste.

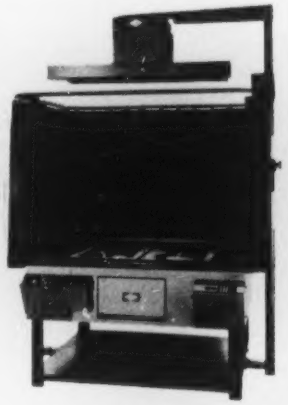
• *Capital Elevator Sales Inc.* will have a model of its beneath-the-floor roll-handling track system for transporting newsprint to reel rooms.

• *Crabtree Vickers Inc.*, will display the Civilox + 4 Multi-Color Printing Unit. The keyless inking unit can be slipped into an existing press line and can produce up to eight pages of full color per press run.

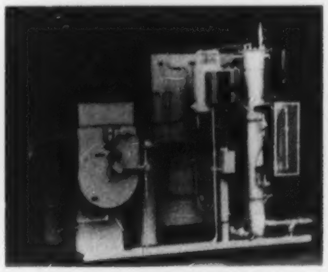
• *Eclectic Co. Inc.*, manufacturer of a variety of pressroom accessories, will display equipment



Krause NP-30 platemaker

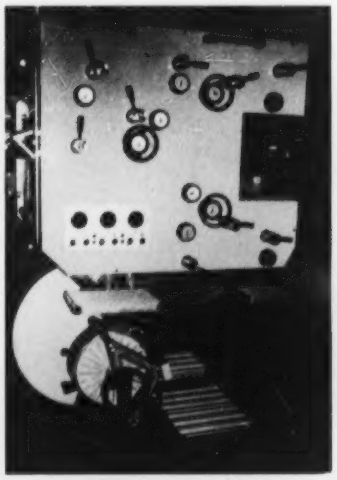


nuArc exposure unit

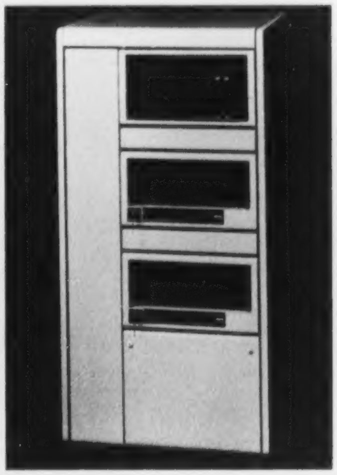


Alternative Resource Technologies Printing Miser

MacGraphics quarterfolder



Solna non-heatset web press



Atex Series 60 computer

CPS minicomputer system

that controls paper waste, collects paper dust, controls ink misting and muffles noise.

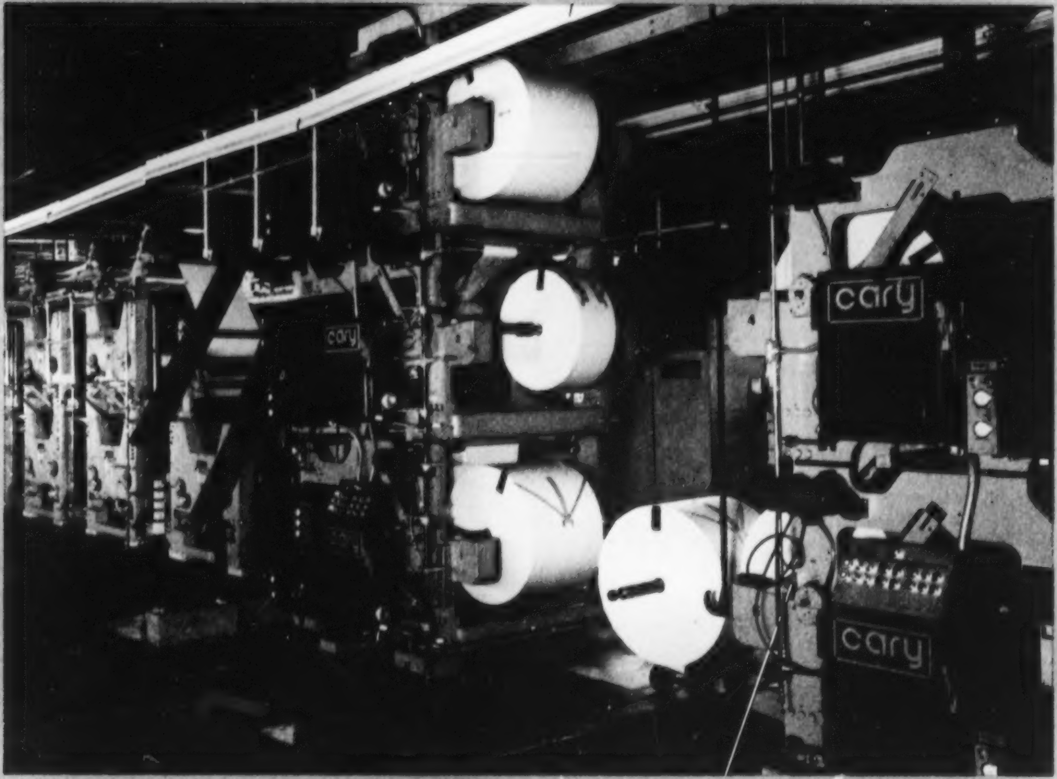
- *Flint Ink Corp.* will show its newspaper flexo ink and its Super low-rub black ink.
- *The Ink Co.* will display an ink-management system and present information on its Flexotech flexo ink, Ultra N low-rub ink and Civitech water-emulsion ink.
- *IVT Cotordry Inc.* will demonstrate a remote-control inking system and the IVT Spraydamp, a computerized spray dampener with enclosed spray bars to prevent misting. It has two nozzles per page section for maximum coverage, according to the company.
- *King Press Corp.* will display a press designed for the high-speed and color requirements of four-color inserts.
- *MacGraphics Inc.* will demonstrate the SIMFold-60 Quarterfold. The company said it can fold 60,000 newspapers per hour on-line and 45,000 per hour off-line.
- *M.A.N.- Roland USA* again will exhibit its Flexoman, a double-width flexographic press unit with a color deck, and a computerized press-management system. Also shown will be the Uniman 4/2, a double-width offset press unit for mid-sized newspapers, and the Colorman 75, a double-width offset press for metropolitan papers.
- *Mitsubishi Lithographic Presses North America* will exhibit schematics of a keyless offset press and robotic press systems.
- *Motter Printing Press Co.* again will print process color and black on its Motterflex flexographic press, which has a self-contained ink-management system.
- *Nikka/Oxy-Dry* will display a variety of pressroom equipment, including a web-break detection system, ultrasonic ink levelers, web guides and cutoff controls.
- *North American Cerutti Corp.* will display two different single-width flexo presses and a double-width slip-in flexo unit.
- *Printers' Service* will feature a fountain concentrate, Newsfount N, which the company said "delivers the performance you expect from a neutral fountain concentrate at an alkaline economy."
- *Publishers Equipment Corp.* will display a Hoe Colormatic flexo conversion with a Windmöller and Hölscher inking system, W&H flexo equipment, a King Press Color King 4 offset press with folder, and Koenig and Bauer flexo and letterpress equipment.
- *Rockwell International Graphic Systems Division (Goss)* will have static displays of two presses the company has announced since the 1986 show: the Goss Colorliner, an offset press that prints color on both sides of the web, and the Flexoliner flexo press. Commercial presses and the company's advanced press controls system will be displayed, too.
- *Ryco Graphic Manufacturing Co.* will introduce a plate dampener that converts an ink-train dampening system to a pulse system whereby water goes directly to the printing plate.
- *Solna Inc.* will demonstrate its Distributor 30 non-heat-set offset web press. The company said the press allows the user to add spot color without a color deck. Solna also will demonstrate the F36 folder.
- *Southern Cross of Delaware Corp.* will display specially fabricated parts and hardened gears for high-speed web-offset presses.
- *Tokyo Kikai Seisakusho (TKS)* will demonstrate an advanced press-control system with a touch screen. Other equipment in the booth will include a programmable stacker with its own personal computer.
- *3M* will demonstrate repulpable tape designed specifically for newsprint splicing.
- *Web Printing Controls Co.* will display its MicroTrak 9400 Linear web guidance system and its MTK 9100 sonic web-break detection system.

FRONT-END, PAGINATION

Research and development on pagination continues, and front-end vendors not only are working to improve their own products but seem increasingly willing to find uses for personal computers within larger systems.

- *Atex Inc.* will demonstrate its advertising and editorial systems on the company's Series 30 and Series 60 computer packages that feature fixed Winchester disk storage and a "high performance memory management system."
- *Computer Peripheral Sciences Inc.* will display a higher speed computer with large Winchester disk-storage capacity for a minicomputer system, as well as personal computers with the capability of previewing graphics and providing output to laser printers.
- *Cybergraphic Systems Inc.* will demonstrate its CGS 150 terminal plus integrated newspaper publishing software for text processing, classified pagination, display-ad layout and page makeup.
- *Dewar Information Systems Corp.* will demonstrate its DISC/net pagination system that includes classified ad software running on its DISCcribe terminal. In addition, editorial news layout will be demonstrated on the DISCovery terminal.
- *Mycro-Tek* will demonstrate its Nortext System. According to the company, it is "designed as a totally integrated publishing/management system to meet the requirements of the million-plus circulation daily."
- *System Integrators Inc.* will feature products in the Sierra Pagination System, including display-ad makeup, editorial-page design and full-page processing. Also to be demonstrated is the CX, SII's minicomputer for stand-alone bureau applications. It uses a software package that includes "soft" typesetting—output to a laser printer—and text-editing functions.
- *Software Consulting Services* will demonstrate its Track-8000 ad-tracking system and the WebPresser program to configure press runs.

For FAST Relief...



Put Cary Flying Pasters on Your Press

Relief From:

Spending millions of dollars for new press equipment.

By adding Cary Flying Pasters to your existing single-width press, you don't need double-width equipment!

Relief From:

Production deadlines.

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FAST? You bet Cary is Fast!

With a Cary Flying Paster, the press NEVER stops or even slows down during the entire press run. A built-in automatic infeed and tension control speeds make-ready, provides perfect web control during press stops, and is the proven performance leader for running color.

Forget about "stop the presses" to change paper, getting back into register, roll stubs, and wasted newspapers.

Call Cary today. See why there are over 500 units in operation worldwide. Talk to us about our analysis of your needs, training, follow-up, and highly responsive service. Let us show you what "unsurpassed reliability" and "simplicity of operation" really mean.

Cary Flying Pasters. Take one – or up to 12 – for FAST relief.

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Specializing in Converting Newspaper Presses to Commercial Heat-Set Presses.

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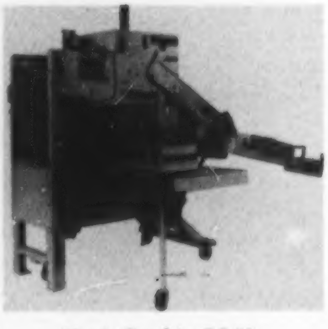
DISC pagination system

Allied Linotype Graphic System

Denex Laser Copy Counter



Harris Graphics RS-30 counter/stacker

• *Xeta Inc.* will demonstrate its Graphics/Text/Art Pagination System that the company said "melds" scanned images, line art and halftones. Also to be demonstrated is the Chameleon PC software and file server. According to the firm, the software enables the user to send data to the host system without having to learn the host's computer formats.

BUSINESS SYSTEMS

The business offices of newspapers must keep track of an abundance of information, from the billing of a classified-advertising customer to the company's balance sheet. The equipment to be shown or demonstrated covers these business needs and many others.

• *Collier-Jackson Inc.* will demonstrate its CJ/Newspaper Management Systems that include CJ/Classified with classified-ad support for multi-zoned newspapers; CJ/Circulation for carrier billing; and CJ/Advertising, with enhancements that allow users to keep accounting histories for longer periods of time without affecting processing efficiency.

• *Creative Data Systems Inc.* will demonstrate systems for laying out pages, managing inserts and designing possible press configurations on a computer terminal. Demonstrations of its Accounts Receivable/Display Advertising System also will be offered.

• *International Telesystems Corp.* will demonstrate telemarketing equipment that dials telephone numbers and passes calls that are answered to sales personnel.

• *Neasi-Weber International* has updated ADMARC, its advertising-management and accounts-receivable software, to facilitate ad tracking through assignment of "bin numbers" for various classified-ad categories. The software also has the capability to send a statement and invoice to more than one address.

PERSONAL COMPUTERS

Personal computer use in the workplace spirals ever upward, and the strong showing of vendors at this year's Exposition will be further proof of the high level of interest at newspapers.

• *Archetype Inc.* will demonstrate Archetype Designer, page makeup software with WYSIWYG (What You See is What You Get) display of true fonts. Intended for designers and graphics artists, it runs on IBM PC ATs.

• *Camex* will demonstrate a "total newspaper prepress system." A highlight is a PC-based editorial and classified system designed by Intertext, a personal computer company recently acquired by Camex.

• *Computerease* will demonstrate software for display-ad entry, selection and dummying, as well as text-editing software for PCs. Also featured will be an automated PC network that permits two-way communication between different systems.

• *Concept Publishing Systems* will demonstrate the latest version of its NewsSet editorial system, with composition and high-speed editing features, plus an enhanced classified-ad system for networked Apple Computer Inc. Macintosh PCs.

• *CText Inc.* will demonstrate Adept, its WYSIWYG display-ad makeup software running on networked PCs, and editorial software having what the company described as "sophisticated" file-management capabilities.

• *Digital Technology International* will demonstrate its display-ad makeup system on a Macintosh with a 19-inch monitor. The company's classified-ad, editorial and display-ad software all drive the Apple Laserwriter Plus.

• *Information International Inc.* will demonstrate the PC-based Morris editorial/classified system, to which Triple-I recently acquired the marketing rights. Also demonstrated will be an electronic prepress pagination system for larger newspapers.

• *LAN Systems Inc.* will demonstrate a desktop-publishing system for ad layout and a laser disk-storage system for automating a newspaper library. Also featured will be a classified-ad production and accounting system on networked PCs.

• *Newspaper Electronics Corp.* will demonstrate a "true multiuser, multitesting network" that includes both personal computers and editorial, display-ad and business front-end systems.

• *Pongrass Australia Pty. Ltd.* will demonstrate an editorial, classified and display-ad system running on networked PCs. A DEC VAXMate computer system that uses PCs for editing also will be demonstrated.

• *Press Computer Systems Inc.* will use a Macintosh as part of a display-ad system that includes ad dummying and a continuous-tone and line-art graphics PC for page makeup.

• *Stauffer Media Systems* will demonstrate electronic library software for newspapers that the company said runs on IBM PCs and IBM-compatible personal computers and will link with most front-end systems.

• *Weather Central Inc.* is introducing a line of weather maps that are produced on Macintoshes and transmitted to newspapers through a modem or by dialing into Weather Central's database.

OUTPUT DEVICES

Phototypesetters will certainly be in evidence, but laser printers—whether for proofing or pasteup—also will be featured.

• *Allied Linotype Co.* will demonstrate a number of products, including the 8/4 laser printer that offers 400-dots-per-inch resolution for plain paper proofs. Also demonstrated will be the enhanced Linotype Graphic System, a computerized system that performs prepress makeup functions and combines text and graphics for output to a laser imagesetter.

• *Anitec Image Corp.* will demonstrate a vari-

ANPA/TEC 87

LAS VEGAS JUNE 6-10

APPEARING AT MOTTER BOOTH 1036

MOTTERFLEX FX-4

FLEXO NEWSPAPER PRESS

LIVE DEMOS • FREE 16-PAGE PRODUCT
SHOWTIMES EVERY HOUR

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We will be demonstrating our leadership in Flexo press technology by printing a colorful, FREE 16-page newspaper product, every hour during the show, on our new American Motterflex FX-4 Flexo Newspaper Press.

Other top performers include operational demonstrations of our SA2000 Electronic Reel (performing flying pasters daily!); our 3:2 Double [illegible]

- [illegible]
- Multi-color Ink Fountain [illegible]
- Chrome and Ceramic Anilox Roll side-by-side comparisons under a video microscope
- And much more!

Yes, there's a lot to see when you're in Las Vegas. And there's a lot to see at Booth 1036! Come in and talk with the leaders in Flexo press technology.

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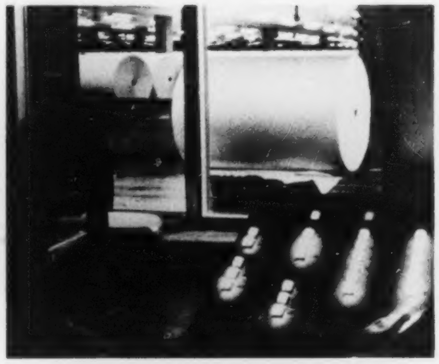
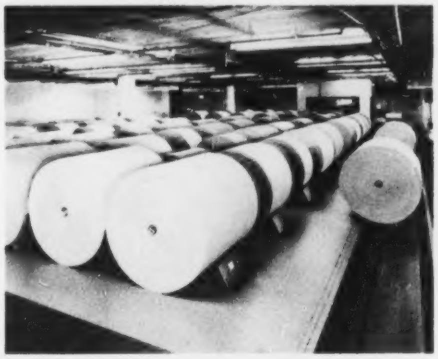
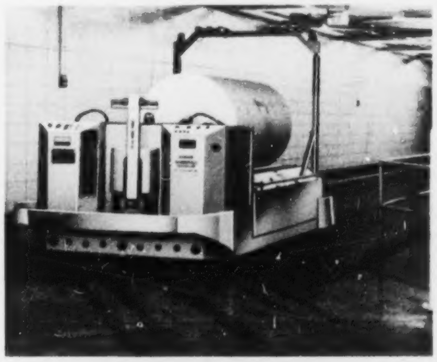
An Automatic Approach To Newsprint Roll Handling.



With today's trend towards automation, Webb automatic newsprint roll handling systems are fast becoming a key area for trimming production costs in the newspaper industry. From wrapped roll storage to the reel stands, time and efficiency are critical when handling the necessary tonnage of paper rolls to meet daily production schedules.



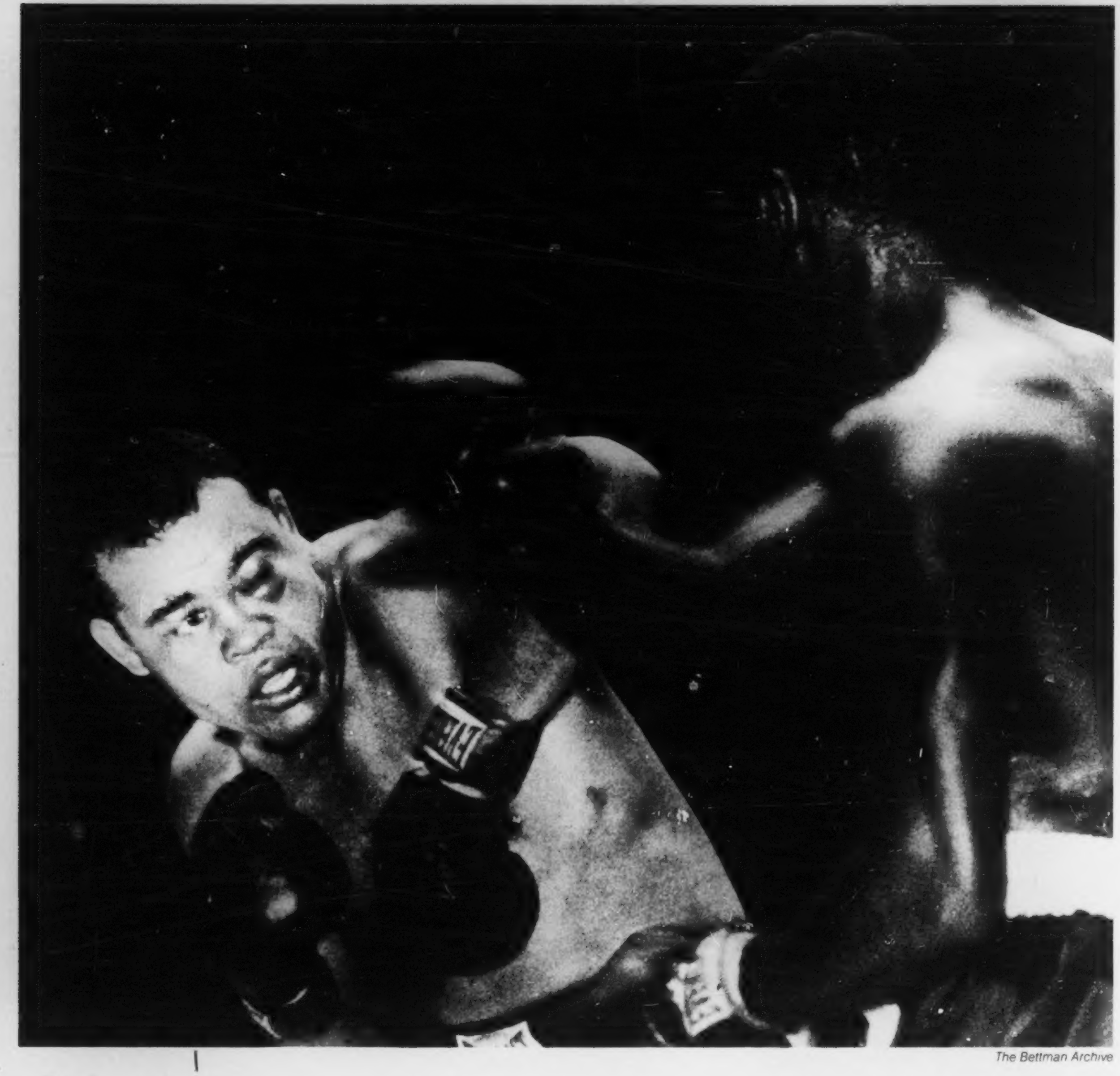
Webb newsprint roll handling systems feature state-of-the-art equipment and controls ranging from simple gull wing conveyors to sophisticated AGVS (automatic guided vehicle systems). With basic information from the customer, Webb can custom-design a cost efficient, automatic system including preliminary concepts, rough pricing, and project scheduling. Innovative experience has earned Jervis B. Webb an unparalleled, worldwide reputation of quality and reliability in newsprint roll handling.



For more information on paper and newsprint roll handling systems call our Material Handling Hotline: 313/553-1220.

Jervis B. Webb Company WEBB

Jervis B. Webb Company/Webb Drive/Farmington Hills, Michigan 48018/(313) 553-1220



The Bettman Archive

Newsplate
presensitized offset plates are prepunched for you!

This gives you speed and convenience in getting to press faster, with absolutely no chance of punching inaccuracies!

Likewise, Newsplate's factory-applied coating frees you of the need to mix chemicals on the spot. This eliminates any possible coating inconsistencies, and, not incidentally, does away with messy roller coaters and punch/coaters.

Thus Newsplate cuts out two time-consuming steps in makeready from package to exposure, and eliminates two problems as well. It offers you the security of hassle-free plate processing, backed up with a two year shelf life—for dependable operation today, tomorrow, next year and the year after!

That's not all. Newsplate's presensitized coating is applied to Hoechst's tough electrochemical grain: a powerful combination that offers sharp dot reproduction for clean, clear images and pressruns you can count on of 250M+ impressions.

Now you've got a lot of powerful reasons to put Newsplate in your pressroom. Call us for more information.

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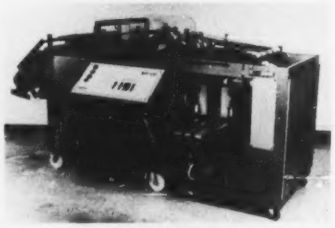
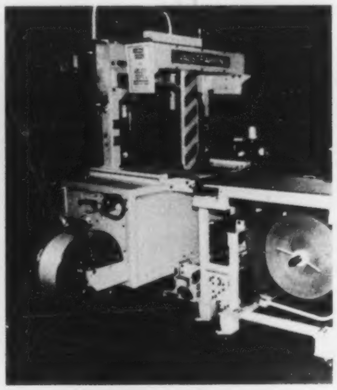
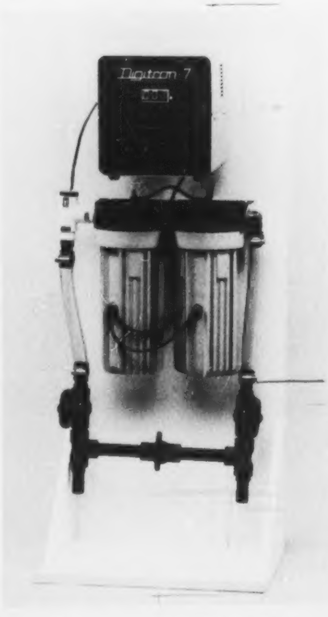


IDAB MP100 stacker



Ovalstrapping JP40 strapping machine



Siltec silver-recovery system

ety of phototypesetting products, diffusion-transfer products and scanner films.

- *Chemco Technologies Inc.* will demonstrate its line of rapid-access processors, Chemco Spectrum X-II input/output system and NewsScan laser facsimile system.
- *Compugraphic Corp.* will demonstrate its 9400/PS heavy-duty, plain-paper output device. Other demonstrations will involve the Dawn full-page text and graphics terminal and its 9600 laser typesetter.
- *Oscar Fisher Co.* will demonstrate high-speed phototypesetting paper processors.
- *Graphic Enterprises of Ohio Inc.* will demonstrate its high-resolution Graphco 500 laser printer that the company said has an output 18 inches wide and 36 inches long—large enough for a broadsheet newspaper page.
- *Harris/3M* will demonstrate the 6030 copier with advanced electronic editing, plus the model 6022 that reduces or enlarges artwork.
- *High Technology Solutions Inc.* has designed a typesetting network that features display and text typefaces, text and graphics integration, and interactive composition. A high-resolution laser printer also will be demonstrated.
- *Photech Imaging Systems Inc.* will display rapid-access films, Lasertype phototypesetting paper, Daystar Daylite films and papers for process cameras, and darkroom equipment and chemistries.
- *Xitron Inc.*, a manufacturer of protocol converters for computer systems, will display its XM-16/16 electronic "softswitch" that links front-end systems with typesetters. There will also be demonstrations of the firm's image processor for laser proofing of typeset copy.

DISTRIBUTION

The mailroom continues to be a headache for many newspapers, and the vendors are offering increasingly mechanical solutions to the problem of counting and bundling newspapers and inserting preprinted material.

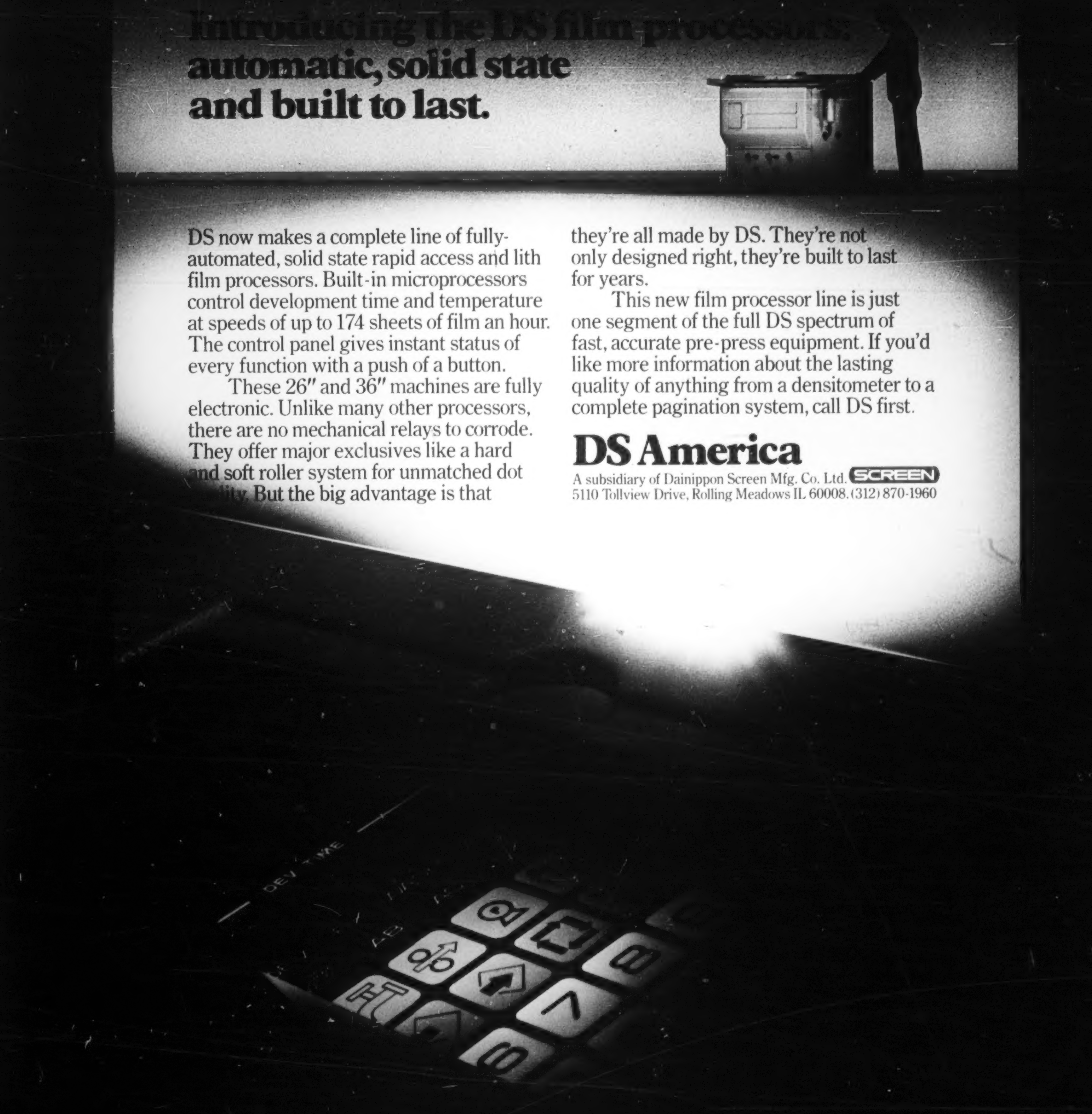
- *Denex Systems Technology* will demonstrate the high-speed Denex Laser Copy Counter and a gripper sensor for conveyor belts.
- *Ferag Inc.* will show its Multi-cell stacking system for preprints in conjunction with its single-copy conveyor.
- *Graphic Management Associates Inc.* will demonstrate its SLS-1000 inserter, a 20-into-one inserting machine with zone-control capabilities.
- *Hall Processing Systems* will demonstrate its Tray-Matic bundle-distribution system.
- *Harris Graphics Corp.* will demonstrate its NP-212 hopper loader that the company said allows one person to feed up to 75,000 preprints per hour; and its RS-30 counter/stacker that uses vibrating tampers and squeeze rollers to compress preprints into tighter stacks.
- *IDAB Inc.* will demonstrate a variety of stackers, including the redesigned MS100 for smaller newspapers. A lapped-stream conveyor system also will be demonstrated.
- *Ideal of America Inc.* will demonstrate its model SFT-100 sealing unit that produces plastic-encased bundles at speeds of up to 40 per minute.
- *Muller Martini Corp.* will demonstrate its 308 Biliner inserting machine operating with a distribution system of main and tandem feeders.
- *Ovalstrapping Inc.* will demonstrate its 30-bundles-per-minute JP40 strapping machine in a simulated production line. The system has a bottom wrapper and a programmable ink-jet printer that prints ZIP codes for the routing of bundles.
- *Power Strap Inc.* will demonstrate a variety of tying machines, including its triple cross-strapping system, as well as bundle feeders.
- *Quipp Inc.* will display its SJ200 newspaper stacker, a newspaper collator and plastic wrap station for single copies.
- *Signode Corp.* will demonstrate the Tandem Spirit high-speed strapping system with turntable conveyor.
- *Spegram Inc.* will demonstrate its on-line quarterfolder/stitcher for web presses and its on-line labler for TMC products, plus an air-cushion handler for newsprint rolls.

MISCELLANEOUS

Plant designs, furniture for desktop-publishing use, the means to jazz up the TV log and energy management systems will also be found at the Exposition.

- A number of architectural and construction firms will describe their plant designs for newspapers. They include The Austin Co., Denver Design Associates, Lockwood Greene Engineers Inc., George R. Hall Contracting, Chas. T. Main Inc. and The Pellegren Corp.
- *Midwest Publishers Supply Co.* will introduce a line of "ergonomic furniture designed for desktop-publishing use."
- *Seaboard Energy Systems* will introduce products for both fluorescent and incandescent lighting that will save energy without sacrificing brightness, the company said.
- *Witte Energy Management Inc.* will exhibit infrared sensing equipment that pinpoints possible mechanical failure of equipment because of heat buildup.
- *Eastman Kodak Co.* will demonstrate its Ektacolor Plus color proofing system.
- *Siltec Marketing International Ltd.* will display silver-recovery systems.
- *TV Data Inc.* has redesigned its software and offers customized television listings and such features as "Prime Time Pics" and "Best Bets" program highlights.
- *TV Listing Group Inc.* will exhibit newly developed, camera-ready grids with full descriptions of TV programs within the grid box containing the program title.
- *Vu/Text Information Services Inc.* will demonstrate its new SAVE library system.

—*Rosalind C. Truitt*



Introducing the DS film processors: automatic, solid state and built to last.

DS now makes a complete line of fully-automated, solid state rapid access and lith film processors. Built-in microprocessors control development time and temperature at speeds of up to 174 sheets of film an hour. The control panel gives instant status of every function with a push of a button.

These 26″ and 36″ machines are fully electronic. Unlike many other processors, there are no mechanical relays to corrode. They offer major exclusives like a hard and soft roller system for unmatched dot quality. But the big advantage is that they're all made by DS. They're not only designed right, they're built to last for years.

This new film processor line is just one segment of the full DS spectrum of fast, accurate pre-press equipment. If you'd like more information about the lasting quality of anything from a densitometer to a complete pagination system, call DS first.

DS America

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SMALL TOWN DAILY WITH BIG PLANS FINDS THE PERFECT PARTNER FOR GROWTH: THE NEW HARRIS GRAPHICS NC-450 4-PAGE WEB PRESS.

John Schumann, editor and publisher, *Vero Beach Press Journal,* Florida.

With daily circulation at 20,000 and rising, the *Vero Beach Press Journal* decided it was time to upgrade productivity and quality to meet future needs.

The paper prides itself on serving its community with a sophisticated product, seven days a week. But its old press, with maximum speed of 16,000 pph, only produced a paper of up to 24 pages. It was no way to grow.

John Schumann: "... We needed a very fast press [capable of printing for double present circulation] ... expandable ... producing a high-quality paper ... flexible in paging and color placement, and representing a real value ..."

After extensive evaluation, Schumann chose the Harris Graphics NC-450, our new 4-page web press. With 10 units and the RB-2 folder, the NC-450 can provide a 40-page broadsheet at 45,000 pph.

At the *Press Journal,* every minute counts. Deadlines are pegged to a 3:30 a.m. carrier pickup, yet the paper holds news and sports sections until 2 a.m. for the latest news and West Coast scores. (Vero Beach is winter home to the Los Angeles Dodgers!)

Time saved in make-ready and running is time gained for the news desk. And there are other vital savings. With the NC-450, "... we get the speed with just half the number of plates that would be required on a semi-cylindrical press," says Schumann. "Over the life of the press, we figure this alone will save us $½ million."

The 4-page format with 2-page breaks gives great flexibilty in paging and color placement. And the paper can print its own color comics and a lot of spot color.

Add the capability of producing high quality inserts and other commercial jobs and you'll find, as the *Press Journal* has, the Harris Graphics NC-450 the ideal press for the growing small to medium size newspaper.

For more information, please contact the Sales Promotion Manager, Harris Graphics, 121 Broadway Street, Dover, NH 03820, (603) 749-1922.

HARRIS
GRAPHICS

A subsidiary of
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International

Ink made from soybeans runs well

BY JOE HLADKY

Recent successful printing runs of soybean-oil-based black and color inks represent milestones in ANPA's continuing effort to develop smudge-resistant, environmentally safe printing inks for the newspaper business.

The ANPA-INK® press runs were conducted March 24-25 by the Cedar Rapids Gazette on its offset Goss Metro presses.

In the runs, ANPA-INK color and black inks were used to print the front page of the Gazette, the front pages of two sections of its weekly affiliate Iowa Farmer Today, and the front page of The Voice of the Hawkeye, an Iowa University publication.

This marked the first full color and black run with commercially available ANPA-INK. The ink was manufactured by ANPA licensee General Printing Ink, a division of Sun Chemical Co., using a soybean-oil base. Approximately 105,000 copies of the publications were printed on the Gazette's presses.

Tests are also being made on the letterpress version of ANPA-INK. About 70,000 copies of the Providence Bulletin were run using the ink March 31, and a second test took place on the Bulletin's Wood Custom 75 letterpress press. According to George Cashau, ANPA director/technical research, other tests are being scheduled on letterpress units of newspapers in Newark and New Brunswick, N.J., and in Syracuse.

The tests with the soybean-oil base resulted in reduced ruboff, better mileage and good "lay down" characteristics. More tests are scheduled with larger volumes of the ink to test how it performs over time.

Research that led to ANPA-INK dates from 1980, when the ANPA Board of Directors asked the Technical Research Department to try and develop new inks that would:

- Resist rubbing off on hands and soiling clothes—a major complaint of newspaper subscribers
- Consist of non-petroleum ingredients. Several years of oil shortages had greatly escalated the price of ink oils, and the quality of the oil being used had brought complaints

---

Hladky, publisher of the Cedar Rapids (Iowa) Gazette, is an ANPA director, vice chairman of the Association's Technical Committee and chairman of its Newspaper Ink Study and Research Task Force.

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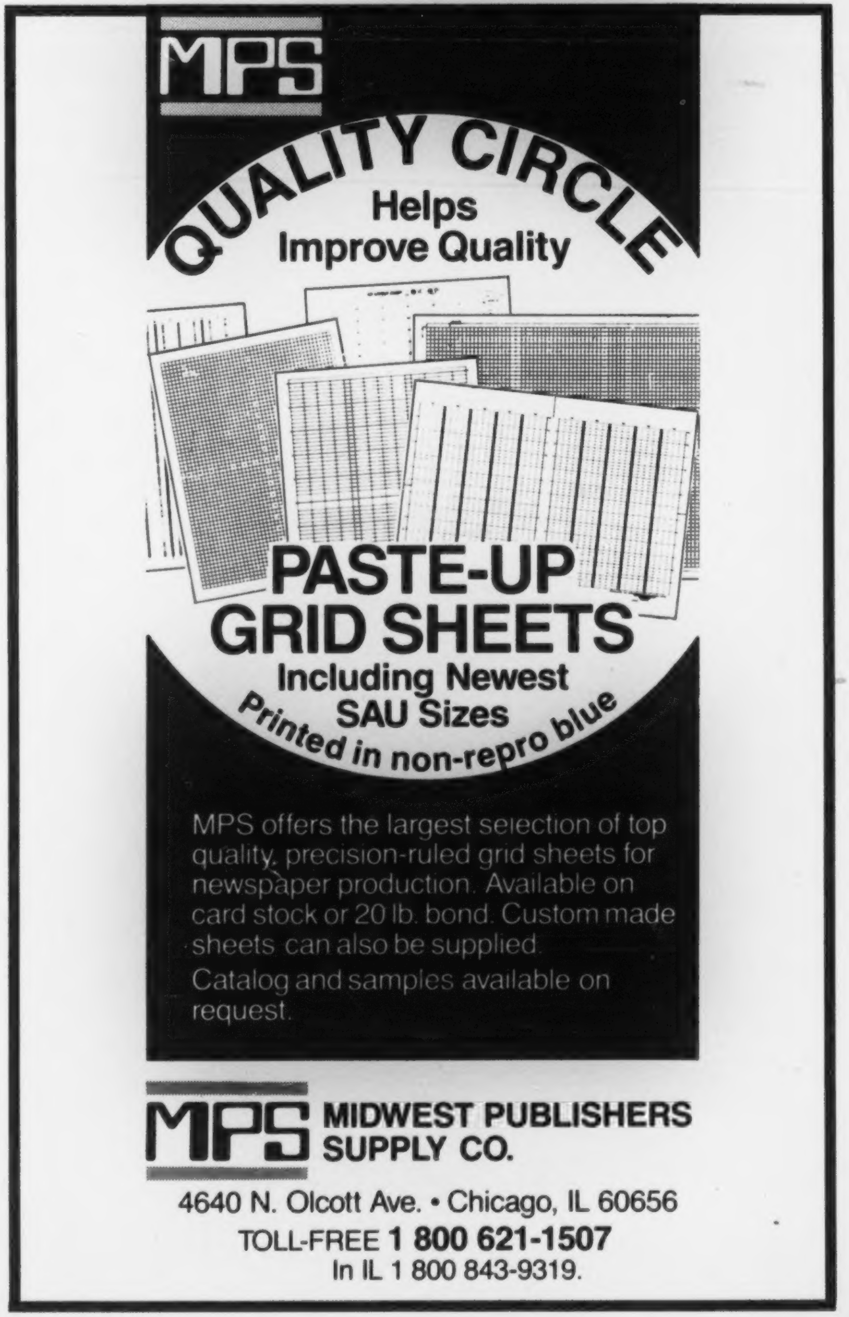

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of "stinky ink" from newspaper customers.

- Be environmentally safe. Oil-based products were under scrutiny regarding waste disposal and worker exposure.

An ink chemist, John Moynihan, was hired by ANPA and a laboratory and a pilot plant were stocked with the necessary equipment to begin research.

After a great many formulation trials, an ink based on tall oil (derived from trees), gilsonite (a naturally occurring mineral) and carbon black was developed for both letterpress and offset printing. Trial runs were made at a number of ANPA-member newspapers.

Several versions of this ink were patented, and many ink companies were licensed by ANPA to manufacture the product. The ink satisfied all of the board's criteria, but the fluctuating cost of tall oil and its availability made it difficult to predict success in the marketplace. The tests at member newspapers were encouraging, showing that the ink prints well and with superior mileage characteristics.

But the soybean-oil ink is even more promising. At present, only GPI is manufacturing soybean-oil ANPA-INK; however, many other ink companies are licensed and will have the capability to produce it once orders are received.

Remaining tests on this ink will focus on its performance over time in day-to-day operations as it is fed from larger storage tanks, and on use of color flushes instead of dry pigments.

If these tests prove successful, as expected, the ink will be competitive with petroleum-based products. As petroleum becomes scarcer and more expensive, the soybean-based ink will help ensure U.S. and Canadian newspapers of a home-grown supply of excellent news ink.

(Now that it's possible to use ink made from U.S. soybeans, we can look to the future when we may be able to print our newspapers on paper made from the plant kenaf. This would give our farmers a well-deserved boost for their products.)

FARMING '87

WAR ON WEEDS

Iowa Farmer Today was printed with new offset ANPA-INK.

The Ink Study and Research Task Force of the ANPA Technical Committee will continue to seek new non-petroleum ink formulations that provide a safe working environment and low ruboff.

Our goal is to provide the best possible inks to print the kind of quality that the newspaper business desires, and to keep the environment as clean as possible. We hope that our research will provide the stimulus for manufacturers and suppliers to continue to improve their products for newspapers. ☐

TECHNOLOGY CALENDAR

- **Paper and Ink Problems in the Pressroom**, a Graphic Arts Technical Foundation seminar, will be May 2 at the International Hotel, Baltimore/Washington International Airport, and May 5 at the Holiday Inn, Milford, Conn.

- The annual **Forum of the Flexographic Technical Association** will be May 3-6 at Marriott World Center in Orlando.

- The **Gutenberg Festival**, an annual equipment show for the graphic-arts industry, will be May 14-17 at the Long Beach (Calif.) Convention Center.

- The Society for Imaging Science and Technology will hold its **annual Conference and Symposium on Hybrid Imaging Systems** May 17-22 at the Genessee Plaza Holiday Inn in Rochester.

- The annual **Web Offset Meeting** sponsored by Printing Industries of America will be May 18-20 at the Royal York Hotel in Toronto.

- The Rochester Institute of Technology will host a **conference on printing quality** May 27-29.

- **ANPA/TEC '87** will be June 6-10 at the Las Vegas Convention Center.

Check it out: a way to evaluate printing quality

A checklist for newspaper reproduction quality, "ANPA-CHECK," has been developed by ANPA and the Newspaper Advertising Bureau.

It came about because many newspaper executives expressed a desire to evaluate the quality of their newspapers but didn't know the right questions to ask, said Charles R. Blevins, vice president/production for Gannett Co. and chairman of the ANPA Technical Committee's Quality Evaluation Task Force.

In addition, the notion of what constitutes good printing reproduction can be abstract and vary according to who is doing the evaluating.

"The checklist starts with the basics and gives newspaper executives a point of orientation as far as quality goes," Blevins said, adding that it will enable them to look at print quality the way someone looking at the paper for the first time might.

Readers "may not be able to tell exactly what's wrong, but if the type is crooked or blurry, they know immediately the newspaper doesn't look the way it normally does," he noted.

The checklist was compiled into a 13-page booklet that was mailed to newspaper members of ANPA and NAB in April. It is intended as a companion to the *Guide to Quality Newspaper Production*, published last year.

In a foreword to the new publication, ANPA Chairman and President Alvah H. Chapman Jr. stated: "ANPA-CHECK is not intended to be a quality control 'how to' manual but rather is a guide to help newspaper executives and production people be more aware of areas of the newspaper that might need improvement and of ways to more easily identify trouble spots."

Newspaper executives should use both subjective and objective means to evaluate their publications, according to the publication. For example, it asks whether someone at the newspaper has the ongoing responsibility to assess print quality against established production standards and whether each department has measurable quality and process standards.

ANPA-CHECK has two major components—the Executive Checklist and the Production Checklist.

The Executive Checklist consists of 47 questions, ranging from "Is your newspaper aesthetically pleasing with regard to reproduction quality?" to whether columns of type line up, page margins are equal and spot colors are within borders.

The Production Checklist asks questions pertinent to specific aspects of production. Examples of its 51 questions include: Are photographs printed sharply with no spots or other defects? Are typesetting fonts checked periodically for damaged characters? Are plates handled in such a way to prevent scratches and finger prints? Are press blankets properly packed? Are ink rollers set according to manufacturers' specifications?

Questions have been written so that "yes" is the preferred answer to all. A "no" answer indicates a problem that requires attention.

The booklet suggests that those making evaluations do so while looking at several recent newspaper copies. It is further suggested that each newspaper establish its own standards and then strive to meet them consistently.

The Blevins task force guided ANPA technical research staff members in creating the ANPA-CHECK procedure. The checklist is part of a broader Association and NAB effort to emphasize to newspapers that among other rewards, good, consistent reproduction can benefit the bottom line.

The back of each page of the ANPA-CHECK booklet is blank so that the sheets may be torn out and photocopied. Or additional copies of the publication may be obtained from the Association's Technical Services Department at The Newspaper Center, Reston, Va. Copies are $5 each for one to 10 copies or $3 each for 11 or more.

In addition to ANPA-CHECK, ANPA plans to offer this year two quality-evaluation services for member newspapers [**presstime**, Feb. 1987, p. 59]. ☐

Equipment exchange

For sale: Harris 1420 terminals, five keyboards and tubes in excellent working order, with cables, $8,975 for all or $1,995 each. Also, Harris double-sided, 1.2 megabyte MicroStor, upgraded model 1251 in perfect condition, $3,495. All may be seen working on our floor. Contact Herman Baumann, Chicago Suburban Times Newspapers, 1000 Executive Way, Des Plaines, Ill. 60018; (312) 824-1111.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

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Equipment, supplies donated to ANPA for technical research and training

The ANPA technical departments received donations last year from many vendors who sell to the newspaper business.

They included two large pieces of equipment:

- TKS (Toyko Kikai Seisakusho) donated an offset press unit and helped convert it to flexographic printing. The unit will be used for flexo research (**presstime**, Oct. 1986, p. 61).
- W.R. Grace & Co. donated a 135A platemaking machine that has been converted to produce plastic plates for flexo printing.

Supplies and raw materials were donated by the following companies:

Newsprint—CIP Inc., Consolidated Bathurst Newsprint Ltd., Great Lakes Forest Products Ltd., Kimberly-Clark Corp., Ontario Paper Co., Spruce Falls Power & Paper Co. Ltd., Stora Forest Industries.

Ink—Graphic Fine Color Inc., Flint Ink Corp., Cal Ink., Huber Ink Corp., United States Printing Ink, General Printing Ink, Reiger Ink Co.

Printing plates and chemicals—Western Lithotech, American Hoechst Corp., 3M Printing Products Division, Anocoil (Plate Division), W.R. Grace, NAPP Systems (USA) Inc., Graphic Arts Technical & Consulting Services.

Film & processing chemicals—Eastman Kodak Co., DuPont Co., Chemco Photoproducts Co.

Fountain solutions—Rycoline/Sun Graphic, Varn Products Co., Saranda Corp.

Blankets—New England Newspaper Supply Co., Imperial Metal & Chemical Co., Reeves Brothers Inc., W.R. Grace Polyfibron Division.

Press chemicals—Anchor LithKemKo, Imperial Metal & Chemical Co., Rycoline/Sun Graphic, Varn Products Co., Robertson-Porter Inc.

Press packing materials—Cromwell Paper Co., Rogers Corp., W.R. Grace.

Roller coverings—New England Newspaper Supply, JoMac Superior Roller Co.

Miscellaneous—Union Carbide Corp. (anilox rollers), Smith RPM Corp. (spray bar dampener).

George Cashau, ANPA director/technical research, said donated equipment and supplies are used in research conducted at The Newspaper Center as well as in ANPA's hands-on technical seminars. He said that offers of donations are appreciated but that acceptance is not automatic.

Companies considering equipment donations should contact William D. Rinehart, ANPA vice president/technical.

Cashau said the "latest and best" equipment is needed for meaningful research. □

TECHNOLOGY NOTES

- Members of the Hastech User Group, known as HUG, are working with Composition Systems Inc. customers to create an **expanded users' group**. Crosfield Electronics Ltd. acquired CSI and Hastech in 1986. CSI has not had a formal users' group, and HUG members believe it will be mutually beneficial to share information. Hastech and CSI users will meet June 11 in Las Vegas following ANPA/TEC '87. For more information, contact Frank Allman of The News-Journal, Daytona Beach, Fla.
- Monotype Inc., a supplier of newspaper typesetting equipment, has **moved its headquarters** from Arlington Heights, Ill., to new facilities in nearby Elk Grove Village that are twice as large.
- AM International Inc. has opened **a new sales and service facility** in Norcross, Ga. north of Atlanta. It houses AM's Harris Graphics, a manufacturer of pressroom and mailroom equipment for newspapers, as well as Multigraphics and Varityper divisions.
- Collier-Jackson Inc., a supplier of circulation, business and advertising software for newspapers, has signed an agreement with Digital Equipment Corp. to become DEC's first **cooperative marketing partner** for newspapers and other media.

  Collier-Jackson will offer systems using its software and DEC's VAX minicomputers.

  DEC signed a similar agreement with Data Research Associates Inc., which will now offer "turnkey" library systems for VAX computers.

Ink companies may apply for certification

Ink companies are invited to submit inks to ANPA for testing and certification that they meet the specifications of the new *ANPA-Color™ AD-LITHO™/AdPro® Ink Book*.

The book is in the process of being printed, and the new run-of-paper colors contained in it will become the newspaper industry's standards in August, said George Cashau, ANPA director/technical research.

Written requests are required for certification. Upon request, ANPA will send samples of ink for the purpose of matching, a list of approved pigments and the specifications for the new inks.

Ink companies should direct written requests to ANPA's Wilson Cunningham at The Newspaper Center in Reston, Va. for additional information, call Cunningham at (703) 648-1188. □

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When: June 6-10, 1987

Where: Las Vegas Convention Center

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More mills to hike prices

Twelve more newsprint firms have followed MacMillan Bloedel Ltd. and Abitibi-Price Inc. in announcing higher newsprint prices.

The increases will take effect July 1.

The Eastern list price is scheduled to go from $570 to $610 per metric ton with some discounting being offered.

The Western list price will increase from $570 to $600, with discounts of 3 percent and 5 percent available in most situations, according to industry sources.

The dozen mills that recently announced price hikes are: Domtar Inc., Great Lakes Forest Products Ltd., Great Northern Paper Co., Kruger Inc., Spruce Falls Power and Paper Co. Ltd., Consolidated-Bathurst Inc., CIP Inc., Bowater Inc., British Columbia Forest Products Ltd., Crown Forest Industries Ltd., Boise Cascade Corp. and Smurfit Newsprint Corp. [**presstime**, April 1987, p. 71]. ☐

Snowflake contract ratified; other labor talks in progress

Members of the United Paperworkers International Union ratified a three-year contract at Southwest Forest Industries' mill in Snowflake, Ariz.

The agreement provides for no increase in the first year, an $850 lump sum in the second and 3 percent in the third.

The UPIU contract had expired Feb. 28, and workers had struck the mill March 17 [**presstime**, April 1987, p. 71].

On the labor front elsewhere:

- Members of the Association of Western Pulp & Paper Workers have started separate negotiations with Boise Cascade Corp., in bargaining involving four mills, one of which is a newsprint mill located in Steilacoom, Wash. The contract there expires May 31.
- Negotiations started in April between the Canadian Paperworkers Union and Eastern Canadian newsprint producers. ☐

Reports published on waste, test results

Two annual newsprint reports have been issued by ANPA.

Copies of the "Newsprint Waste Report" for 1986 have been mailed to member newspapers. It examines newsprint waste for letterpress, offset and DI-LITHO™newspapers. A newspaper can use the report to compare its percentage of waste to categories of newspapers consuming comparable amounts of newsprint.

For example, the report shows that the waste factor for offset-printed newspapers consuming 20,000 or more tons annually averaged 4.89 percent in 1986. The same waste factor in 1985 was 5.17 percent.

The second publication, "Newsprint Properties Analyzed/Test Results for 1986," reports on the results of tests of newsprint sent by newspapers to ANPA for analysis.

The report will be mailed early in May to member newspapers, and additional copies are available on request from ANPA. Contact Doris E. Kleintop, technical supervisor/newsprint quality, at The Newspaper Center in Reston, Va. ☐

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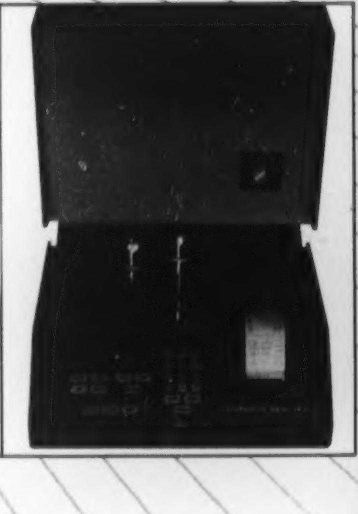

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U.S. dailies lead consumption climb

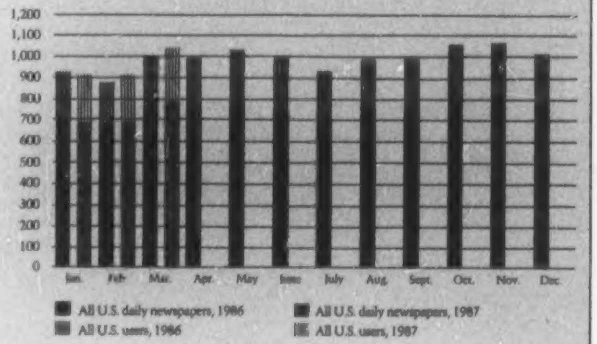
Newsprint consumption by all U.S. users was 3-percent higher in March than in the same month a year earlier, and consumption by U.S. daily newspapers was up 3.7 percent.

For the first quarter of 1987, consumption increased 1.6 percent for all U.S. users and 2.6 percent for U.S. dailies.

At the end of March, stocks of newspapers in ANPA's statistical sample totaled 41 days—five days fewer than a year earlier. North American mill stocks also were down—from 471,652 tons in March 1985 to 386,969 tons.

The Canadian operating rate was 100 percent for March, the highest since April 1980. The U.S. operating rate was 93.4 percent. The first quarter operating rates for Canada and the United States were 99 percent and 95.3 percent, respectively.

March shipments from Canadian mills increased 12.3 percent compared with March 1986, while U.S. shipments increased 1.7 percent. First quarter shipments for North American mills wee up 7.2 percent.



Estimated newsprint consumption, 1986-1987 (thousands of metric tons)

Estimated consumption of all U.S. daily newspapers[1]

Region	February 1987(r)	February 1986	% Change
Northeast	176,914	164,645	+ 7.5
North Central	142,830	139,089	+ 2.7
South	221,166	217,966	+ 1.5
West	152,366	148,350	+ 2.7
Circulation Size			
up to 25,000	53,534	44,847	+ 19.4
25,001-100,000	140,442	136,130	+ 3.2
Over 100,000	499,300	489,073	+ 2.1
February totals	693,276	670,050	+ 3.5
Two-month totals	1,386,940	1,359,243	+ 2.0
Region	**March 1987(p)**	**March 1986**	**% Change**
Northeast	201,358	189,499	+ 6.3
North Central	165,229	157,556	+ 4.9
South	251,721	248,694	+ 1.2
West	171,259	165,926	+ 3.2
Circulation Size			
up to 25,000	58,846	49,844	+ 18.1
25,001-100,000	160,319	156,291	+ 2.6
Over 100,000	570,402	555,540	+ 2.7
March totals	789,567	761,675	+ 3.7
Three-month totals	2,176,507	2,120,918	+ 2.6

Estimated consumption of all U.S. users

	1987	1986	% Change
January totals	907,767(r)	917,955	- 1.1
February totals	906,580(r)	880,869	+ 2.9
March totals	1,033,902(p)	1,003,915	+ 3.0
Three-month totals	2,848,249(p)	2,802,739	+ 1.6

Production

	Canada	U.S.A.	North America
March 1987	848,426	430,655	1,279,081
March 1986	746,685	443,519	1,190,204
Increase or decrease	+ 101,741 + 13.6%	− 12,864 − 2.9%	+ 88,877 + 7.5%
Three months 1987	2,407,585	1,275,535	3,683,120
Three months 1986	2,245,045	1,257,359	3,502,404
Increase	+ 162,540 + 7.2%	+ 18,176 + 1.4%	+ 180,716 + 5.2%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
March 1987	603,172	111,927	131,103	846,202
March 1986	540,492	90,211	122,861	753,564
Three months 1987	1,696,954	289,296	365,056	2,351,306
Three months 1986	1,585,489	258,073	319,309	2,162,871
Increase	+ 111,465 + 7.0%	+ 31,223 + 12.1%	+ 45,747 + 14.3%	+ 188,435 + 8.7%
From U.S. mills				
March 1987	416,186		25,587	441,773
March 1986	408,193		26,022	434,215
Three months 1987	1,193,977		77,146	1,271,123
Three months 1986	1,143,680		+ 71,096	1,214,776
Increase	+ 50,297 + 4.4%		+ 6,050 + 8.5%	+ 56,347 + 4.6%
From North American mills				
March 1987	1,019,358	111,927	156,690	1,287,975
March 1986	948,685	90,211	148,883	1,187,779
Three months 1987	2,890,931	289,296	442,202	3,622,429
Three months 1986	2,729,169	258,073	390,405	3,377,647
Increase	+ 161,762 + 5.9%	+ 31,223 + 12.1%	+ 51,797 + 13.3%	+ 244,782 + 7.2%

Stocks

U.S. publishers[2]	Tonnage	Days' supply On hand	Days' supply In transit
January 1987	845,226	35(r)	6
January 1986	920,181	40	6
February 1987	878,590	35	7
February 1986	926,556	39	6
March 1987	867,911	34(p)	6(p)
March 1986	903,602	38	6
Canadian mills			
March 1987	333,483	—	—
March 1986	372,574	—	—
U.S. mills			
March 1987	53,486	—	—
March 1986	99,078	—	—

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[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.

(r) = revised (p) = preliminary

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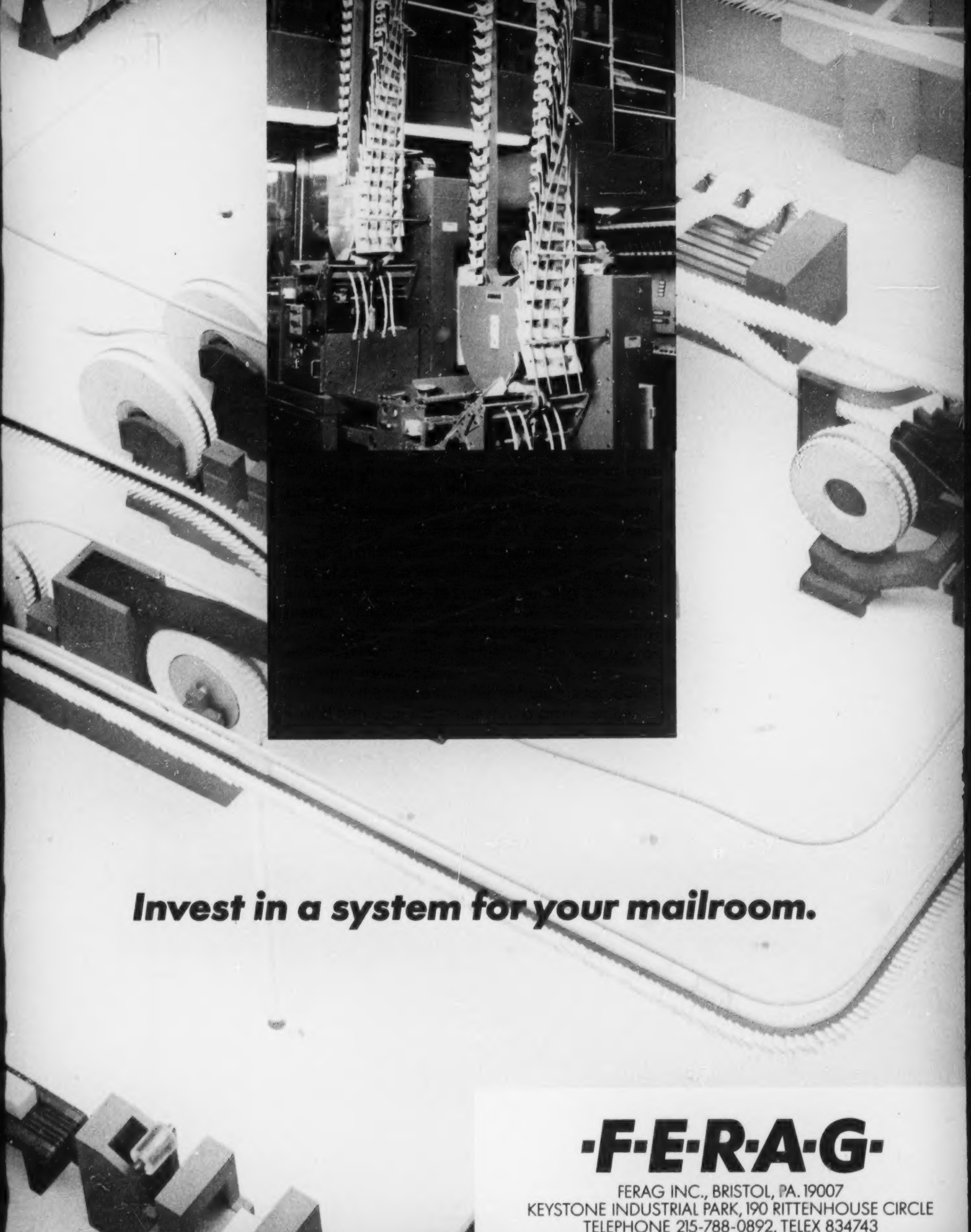

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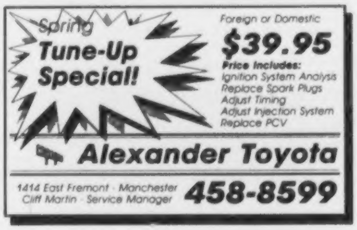
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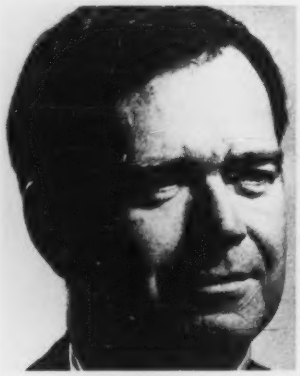
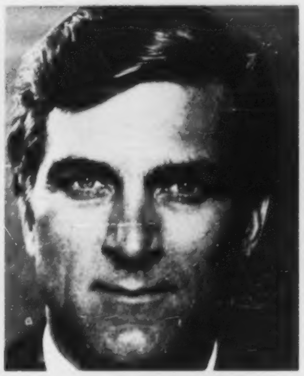
Speeches



Frank A. Daniels Jr.



James Hoge

Frank N. Hawkins Jr.

E. Ramsey Altman Jr.

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Freedom and Responsibility of the Press
ANPA Director Richard J.V. Johnson, president, Houston Chronicle. Texas Publishers Association first annual meeting, Houston, March 27

Lawful Games Advertising and the Mail
Frank A. Daniels Jr., president and publisher, The News and Observer and The Raleigh (N.C.) Times. House Subcommittee on Administrative Law and Governmental Relations, Washington, D.C., April 2

Advertising of Lawful Products Should Not Be Banned
John Seigenthaler, chairman, publisher and editor, The Tennessean of Nashville, and editorial director, USA Today. House Subcommittee on Transportation, Tourism and Hazardous Materials, Washington, D.C., April 3

The Need for Change in Newspaper Advertising Rates
James Hoge, president and publisher, Daily News, New York City. Association of National Advertisers TV/Media Workshop, New York City, Feb. 25

Newspaper Customers in 2002
Frank N. Hawkins Jr., vice president, Knight-Ridder Inc., Miami. ANPA Total Newspaper Conference, St. Petersburg, March 17

They Call Us McPaper, but Why Are They Stealing Our McNuggets?
John C. Quinn, editor, USA Today, and executive vice president and chief news executive, Gannett Co., Arlington, Va. Arkansas Press Association awards banquet, Hot Springs, Feb. 13

FOIA: The Bad News and the Good News
Michael G. Gartner, editor, The Courier-Journal, Louisville. National Freedom of Information Day luncheon sponsored by the National Press Club and the Society of Professional Journalists, Sigma Delta Chi, Washington, D.C., March 17

Opportunities for Minorities in the Newspaper Business
Thomas Winship, president, Center for Foreign Journalists, Reston, Va. Southern Regional Press Institute, Savannah, Ga., Feb. 26

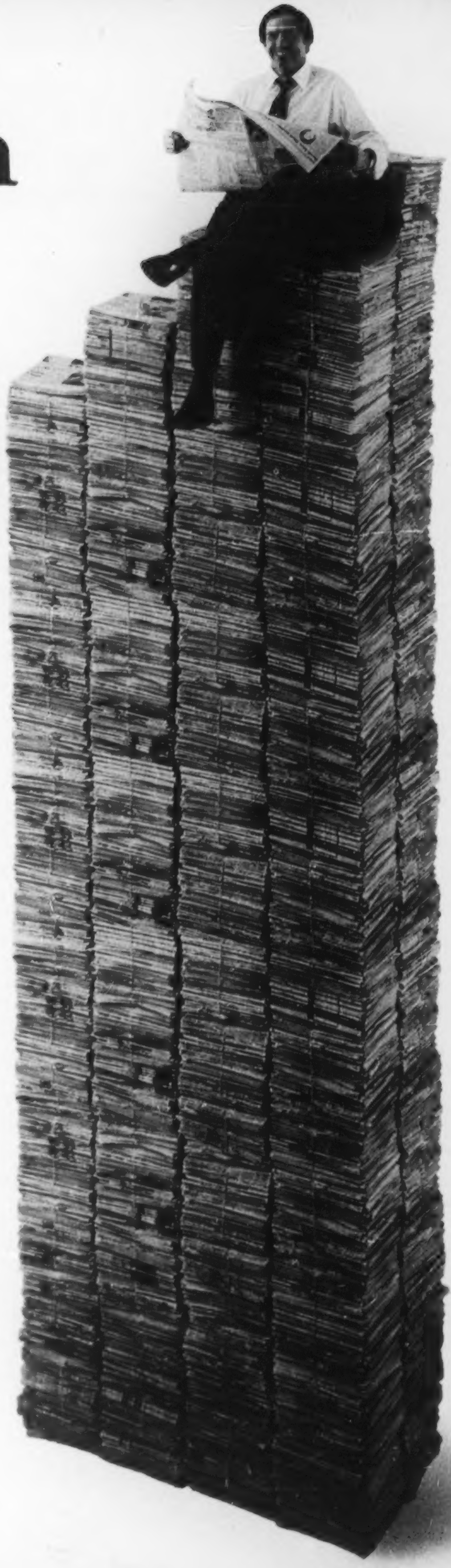
A New World Information Order: Independent vs. State-run Press
Dana Bullen, executive director, World Press Freedom Committee, Reston, Va. Christian Science Monitor conference on media responsibility and the Third World, Boston, March 27

From the Newspaper Purchasing Management Association annual conference, Baltimore, April 12-15:

Implementing a Minority Purchasing Plan
E. Ramsey Altman Jr., purchasing director, Atlanta Journal and Constitution

Managing Travel and Entertainment Expenses
Richard Miller, purchasing director, Union-Tribune Publishing Co., San Diego

Some of our customers run our 200,000-impression additive plate 400,000 times.



Our salespeople begged us to rate our new Conquest 200 plate for 400,000 impressions instead of the mere 200,000 we decided upon.

"Who will notice the difference?" they asked.

"We will," we replied. "It's true that after 200,000 impressions the image is still pretty darn sharp—but not the *razor* sharp image it started out with."

We're fanatics about accuracy and quality control.

That's why our plate ratings are minimums—not somebody's best guess as to what an average run *might* be.

That's why our standards for dimensional tolerance are, among the highest in the industry.

That's why when it comes to cracking, scratching, toning, or oxidation, our plates are virtually problem free.

That's why—to get the most out of our plates—we developed our own line of specially formulated chemicals.

And that's why printers who don't like surprises, order their plates from us.

So when we rate our top of the line Conquest 200 plate at 200,000 impressions, that's exactly what you'll get.

After that, you're on your own.

Like to know more about our complete line of additive plates and chemistry? Call us toll free or stop by and see us at ANPA Booth No. 1448.

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A year of ups and downs

North American newspapers had a mixed economic performance in 1986.

Advertising expenditures in U.S. daily newspapers increased to nearly $27 billion, a gain of 7.2 percent from 1985's $25.2 billion. But that rate of growth was less than the 8.3-percent rise recorded a year earlier.

Dailies continued to lead all media in U.S. ad expenditures. However, their share of the overall advertising pie declined slightly—from 26.6 percent of the total in 1985 to 26.4 percent in 1986, according to preliminary figures. Television remained in the second spot, more than $4.6 billion behind newspapers, and its share of the total—21.9 percent—was unchanged from '85. Topping the $17-billion mark, direct mail increased its share from 16.4 to 16.8 percent and was the third-largest ad medium.

In circulation, U.S. dailies had a slight decrease for the second straight year. From a revised 1985 total of 62,766,232, circulation dropped by just over 275,000 copies (less than one-half of 1 percent) to 62,489,360—which was about the same total as in 1982.

Meanwhile, Sunday circulation soared to a record 61,515,214, up from a revised 58,825,978. That increase of nearly 2.7 million copies per Sunday represented a 4.6-percent rise.

These statistics and many others are included in ANPA's "Facts About Newspapers '87." The annual statistical report [**presstime**, May 1986, p. 89] is being mailed to ANPA members and other **presstime** subscribers.

Among other data in the report:

- There were 1,657 U.S. daily newspapers in 1986, 19 fewer than a year earlier. Evening papers still outnumbered their a.m. counterparts by more than 2 to 1, but their ranks declined to 1,187, while the number of a.m. papers increased to 500. (There were 30 "all-day" papers that were counted in both the a.m. and p.m. categories but only once in the overall total.)
- The number of U.S. Sunday papers increased by 11 to a record 809.
- Newsprint consumption by U.S. dailies climbed to a record 8.9 million metric tons—74.3 percent of all the newsprint used in the United States.
- Employment at U.S. newspapers increased for the fourth consecutive year to a new high of 461,000. U.S. Department of Labor statistics show increases of 9,500 employees in 1986, 11,500 in 1985 and 13,100 in 1984.
- The number of U.S. weekly newspapers, paid and free circulation, decreased by 111 to 7,600.

Canadian daily newspapers numbered 110 in 1986, one less than in 1985. But total circulation increased to 5,681,850, up by 61,039 copies from 5,620,811 the previous year.

Their advertising revenue increased from $1.4 billion in '85 to $1.5 billion. Canadian newspapers' share of advertising expenditures was unchanged at 22.7 percent, but television dropped from 16.8 to 16.6 percent. ☐

10 more p.m. papers have been lost through conversions, mergers this year

Three more U.S. daily newspapers have converted from p.m. to a.m. publication. They are:

- The Daily Freeman of Kingston, N.Y.
- Santa Barbara (Calif.) News-Press
- The Tacoma (Wash.) News Tribune.

That brings to five the number that have made the switch thus far this year [**presstime**, Jan. 1987, p. 69], and to at least 113 that have done so since October 1976.

Additionally, The Journal Times of Racine, Wis., has announced plans to convert from an afternoon to a morning paper on June 22.

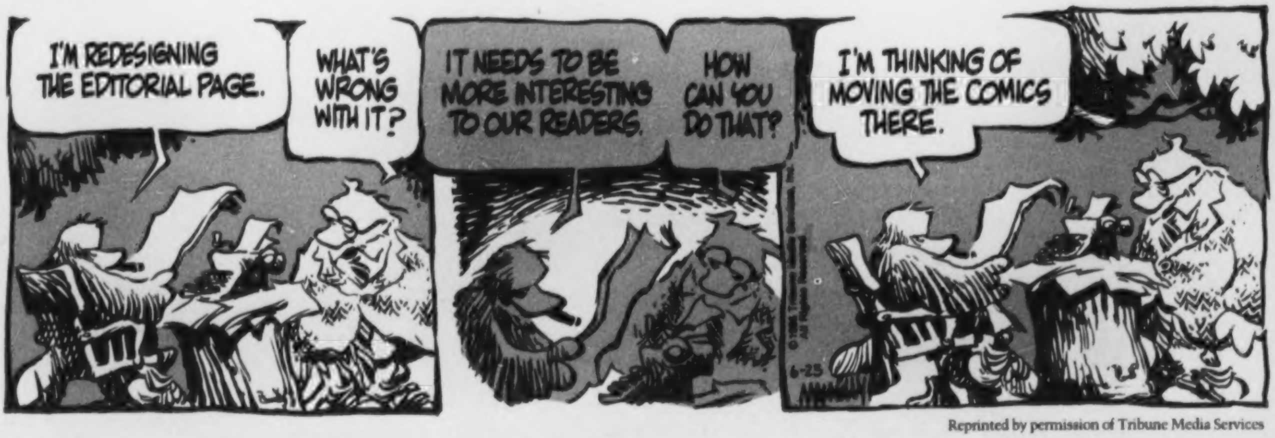
Also so far this year, five dailies have discontinued their evening editions or merged with their morning sister papers:

- Dropping their evening editions were the Austin (Texas) American-Statesman, the Colorado Springs Gazette Telegraph and the Abilene (Texas) Reporter-News.
- Merging were the Anderson (Ind.) Daily Bulletin, an evening paper, with The Anderson Herald, an a.m., into the a.m. Anderson Herald-Bulletin; and the afternoon Observer-Dispatch of Utica, N.Y., with the morning Daily Press into the a.m. Observer-Dispatch.

It has also been announced that on June 1, the p.m. Corpus Christi (Texas) Times will be consolidated with the a.m. Corpus Christi Caller. The combined paper, the Corpus Christi Caller-Times, will be published in the morning. ☐

'Shoe'

By Jeff MacNelly


I'M REDESIGNING THE EDITORIAL PAGE.
WHAT'S WRONG WITH IT?
IT NEEDS TO BE MORE INTERESTING TO OUR READERS.
HOW CAN YOU DO THAT?
I'M THINKING OF MOVING THE COMICS THERE.
6-25

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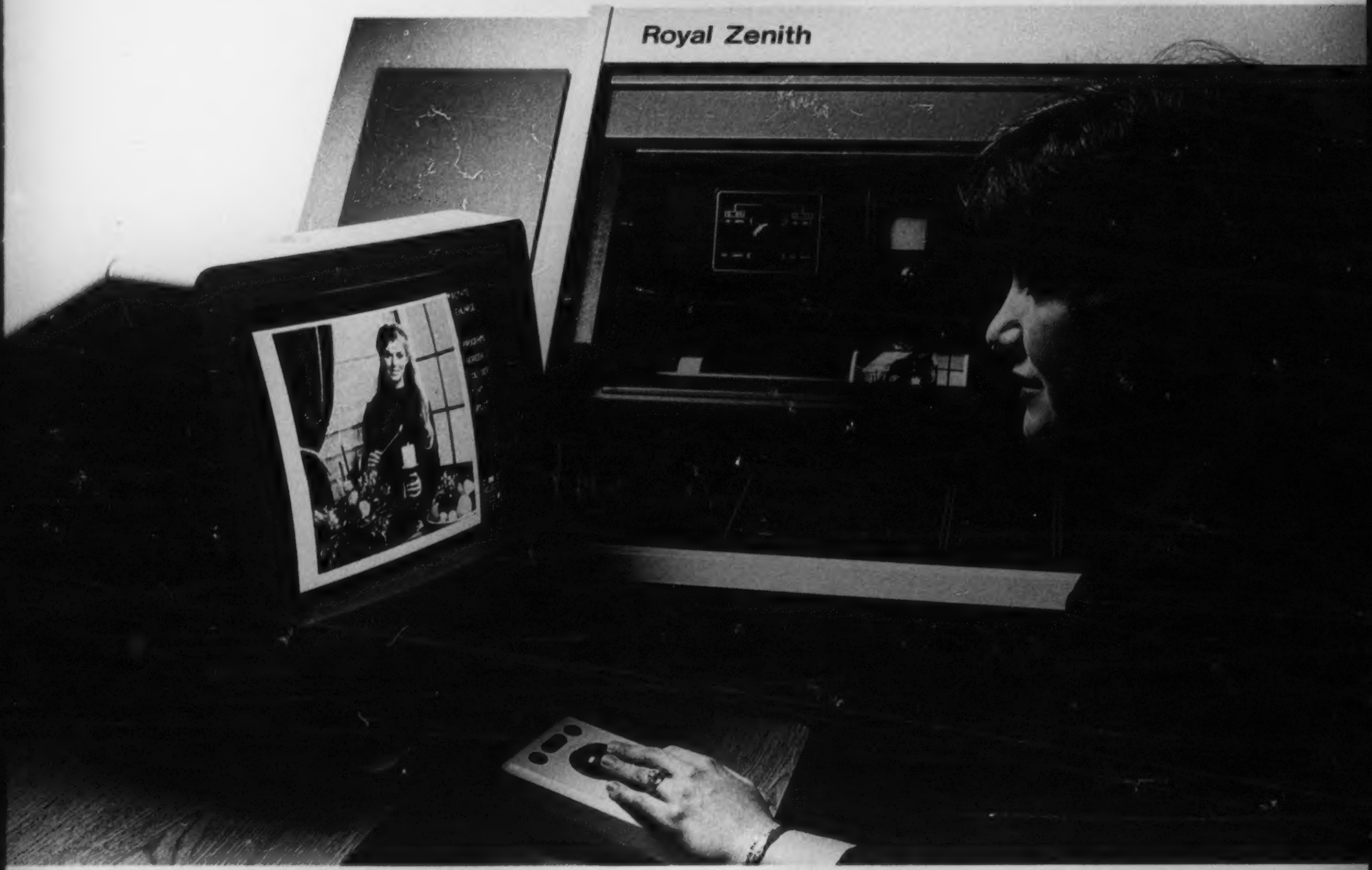
THE GROWING POWER OF THE RZ LASER SCANNING SYSTEM:

The only scanning system with on-line interactive previewing now packs the power of electronic dot generation.

INTRODUCING THE ROYAL ZENITH 210 L LASER SCANNING SYSTEM.



The RZ-210 L puts you way ahead in high-quality color, today and tomorrow. Controls are few and easy to master. On-line electronic previewing allows instant correction, with "fine tuning" and approval before you run film. With the 210 L System, you have the widest range (to correct transparencies), the highest color quality, and you're on your way to fully-electronic page make-up! (What's more, we've made it easy for present 200 S users to migrate upward to the powerful 210 L System.)

No wonder more newspapers use Royal Zenith color scanners than all other scanners combined!

Call Martin Sussman at **(201) 641-7200,** for information and a demonstration of the RZ-210 L System.

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Scanner Division
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(201) 641-7200

Put the growing power of the RZ-210 L to work for you!

See us at Booth 1922 ANPA/TEC '87

15 percent of classified-ad employees are minorities, new study shows

An initial survey of minority employment by the Association of Newspaper Classified Advertising Managers found that about 15 percent of all employees in classified are racial minorities.

The report noted that this is "roughly equivalent" to the non-white population in the United States.

It is also more than twice the minority percentage of the newsroom workforce—6.56 percent, according to just-released findings of the American Society of Newspaper Editors. (See story, p. 71).

However, ANCAM found that "racial minorities are very poorly represented in upper management" of classified advertising departments despite an "encouraging" record in 1986 when 19 percent of those promoted were non-white.

The survey was based on responses from 304 papers in the United States and Canada—about half of ANCAM's membership.

In other minority-related news:

- An eight-member advisory committee of journalists and journalism educators has recommended that the Navajo Times Today, Window Rock, Ariz., resume publication once or twice weekly with an initial grant or loan of $400,000 to $500,000 from the Navajo Nation.

The committee's review stems from the sudden closure of the paper [**presstime**, April 1987, p.74]. Tribal officials said it had been operating at losses averaging $700,000 a year.

- There will be a workshop June 7-Aug. 15 at the University of South Carolina to train minorities for immediate editorial positions.

Faculty for the Southeastern Minority Newspaper Workshop will include professionals from newspapers in North Carolina, South Carolina, Georgia and Florida.

The newspapers will pay a participation fee, according to circulation size, to meet the program's estimated $80,000 cost. This will cover tuition, room and board, and a modest stipend for 10 to 20 workshop attendees, who must be college graduates or have "equivalent life experience" and must be residents, students or employees in one of the four states.

- Employers seeking Asian American or Hispanic journalists have two new resources. One is a 24-hour hotline for job seekers; editors interested in listing positions on it may contact the Asian American Journalists Association at 3921 Wilshire Blvd., Suite 315, Los Angeles, Calif. 90010; (213) 389-8383. The second is a newly published national directory of more than 3,000 Hispanic media professionals, available for $50 from the National Association of Hispanic Journalists, National Press Building, Suite 634, Washington, D.C. 20045; (202) 783-6228. ☐

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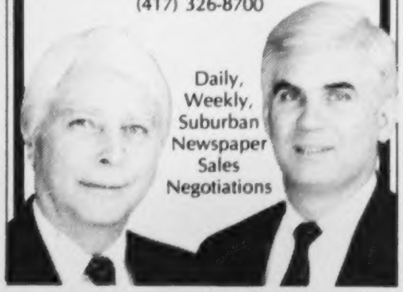

Daily,
Weekly,
Suburban
Newspaper
Sales
Negotiations

Purchasing managers add responsibilities, push for buying from minority vendors

Ten or 15 years ago, newspaper purchasing managers were regarded primarily as paper-pushers.

"There was a time when purchasing managers did little more than buy forms, pens and paper supplies," said James O. Dunning, purchasing director for the San Francisco Newspaper Agency and secretary of the Newspaper Purchasing Management Association.

Now their concerns have expanded to subjects as diverse as software, telephone systems and hazardous-waste disposal. Often, the purchasing manager is responsible for newsprint buys—the most expensive commodity in many newspapers' budgets and traditionally the province of the publisher.

At NPMA's 30th annual conference April 13-15 in Baltimore, members made clear they want recognition that is commensurate with their increasing responsibilities in newspaper operations.

About half of the association's 150 members attended the meeting, whose "Sharing the Wealth" theme signified NPMA's purpose of improving the purchasing practices and profitability of the newspaper industry through sharing of ideas.

Guest speaker Reg Murphy, publisher of The Baltimore Sun, told the group, "What we (as publishers) want to do is to bring you into the planning process." At the same time, he advised purchasing managers to assume the initiative and take their cost-cutting ideas to publishers and general managers.

"I think you are going to have to knock on the door," Murphy said. "And I think if you knock on the door with enough ideas that turn out to be good ones, you will dramatically change the way people think."

The Baltimore publisher also said purchasing managers can show particular leadership through programs to increase business with minority vendors.

On that score, Ramsey Altman, purchasing director of the Atlanta Journal and Constitution, described the steady gains those newspapers have made. They bought no goods and services from minority vendors in 1980; by 1985, their business with minority vendors exceeded $1 million, he said.

Despite that degree of success, Altman told the conference that an effective minority purchasing plan is difficult to implement. Minority vendors are particularly scarce for big-ticket items, he said, such as ink or offset printing plates.

He also noted, "You are trying to put out a daily newspaper, and sometimes it's difficult to keep the minority purchasing objective at the forefront of your mind."

—Mary A. Anderson

Advertising

F.Y.I.

Newspaper people are beaming about satellite transmission of advertisements

BY CRAIG C. STANDEN

One of the first priorities announced by the Future of Advertising project was the support of AD/SAT, a company formed to deliver advertising materials from advertisers and agencies to newspapers via satellite.

Last April at the ANPA Convention, Joe D. Smith Jr., chairman of the FOA Standardization Task Force, asked the newspaper business to make a commitment to the future of our business by signing up with AD/SAT.

In the 10 months since then, a good deal has happened:

- **In November, AD/SAT completed a successful two-month test** of its facilities and equipment [**presstime**, Jan. 1987, p. 52]. Four major New York ad agencies—N W Ayer, Ogilvy & Mather, J. Walter Thompson, and Young and Rubicam—took part, along with newspapers from Boston, Chicago, Houston, Los Angeles, New York, Newark, Philadelphia, San Francisco and Washington, D.C.

  Reproduction quality of the transmitted material was excellent. It's impossible to tell the difference between impressions printed from original material and those printed from material transmitted via AD/SAT. The few "bugs" in the system were quickly corrected.

- **On Jan. 5, AD/SAT began commercial operation** from its transmission center in New York City. In the first two months, 11 additional agencies—including such giants as DDB/Needham, Grey, BBDO, and Bozell, Jacobs, Kenyon & Eckhard—have used the system to transmit national advertising to one or more of the 12 original AD/SAT newspapers.

- **Several retailers have expressed a great deal of interest** in the potential of AD/SAT for distribution of their advertising materials. One retailer, Lord & Taylor, which has stores in six of the 10 cities already served by AD/SAT, has been sending as many as 50 ads per week via the system.

- **On March 9, AD/SAT announced the signing of the 100th newspaper** to join its network. Because the facsimile equipment for the newspapers must be manufactured, there is a six-month lead time between the signing of the contract and the installation of the receiving equipment. Thus the number of newspapers actually able to receive ads via AD/SAT won't increase until July. But sometime in September or October, AD/SAT should have in its network 100 newspapers with combined circulation of 25.2 million daily and 31.4 million Sunday. And we have every reason to believe that these numbers will continue to grow.

Craig C. Standen

Looking toward that time and beyond, AD/SAT in March began a major promotional and advertising campaign directed at ad agencies. The campaign includes large-space ads in the advertising trade press and a six-and-a-half-minute videotape cassette briefly explaining how the system works and containing testimonials from print production people at the test agencies as to the quality and speed of transmissions.

What about the future of AD/SAT?

I believe it is an important step forward in our long-range effort to increase newspapers' share of the advertising market.

It will save our advertisers a lot of time and money. Instead of having to produce multiple copies of newspaper ad slicks or Veloxes, an agency or retailer can produce one copy of the ad. Instead of wrapping, labeling and shipping each copy of the ad, the agency merely delivers that one copy to AD/SAT. Instead of a day or two in transit (and the possibility of some of the packages getting lost or being delivered late), the ad can be transmitted by AD/SAT simultaneously to every newspaper in the network in three and a half minutes. Receipt of an ad is confirmed instantly by AD/SAT's electronic message system.

Cost to the advertiser for this fast, high-quality transmission is only $15 per newspaper for each ad transmitted, versus more than $70 each the older, slower way—a saving of nearly 80 percent.

What do newspapers get out of AD/SAT?

Eventually, they should get a lot more advertising—not just national advertising, but retail and classified advertising as well. As we have noted before in this space, there is a steady, long-range trend toward the centralization of advertising among retailers and among classified advertisers in the categories of recruitment and real estate. These advertisers are becoming more like national advertisers in many ways: They increasingly use ad agencies to prepare their ads, they tend to have all their advertising prepared in the same place, and they are quick to take advantage of new ideas and new technology that save them time and money.

But there is a much more immediate benefit for newspapers. In the course of a year, many newspapers lose thousands of dollars in advertising because of the aforementioned transmission problems, or because the lead time in getting an ad into print is too long. Some of this advertising is run at a later date, but much of it is revenue lost forever.

AD/SAT will get most of this lost advertising into the newspaper. I suspect for quite a few newspapers, the revenues saved by AD/SAT will more than pay for its cost.

The Newspaper Advertising Bureau has no financial or other interest in the ownership or management of AD/SAT. But the NAB Board of Directors and the Future of Advertising Steering Committee regard AD/SAT as an important step forward for our business. □

* AD/SAT NATIONAL AD AGENCY SALES REPRESENTATIVES

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Advertising Technologies, Inc.
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Cambridge (Boston)
The Collier/Wright Co., Inc.
617/547-7200

Chicago
Ad Systems
312/427-4025

Detroit
Collier Colortype, Inc.
313/962-9432

Los Angeles
Gore Graphics
213/668-2111

New York
Potomac Graphic Industries
212/924-4880

Palo Alto (San Francisco)
Star Graphic Arts
415/494-3351

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to **presstime**.

* This list of sales representatives did not appear in the original presstime article that ran in the April 1987 issue.

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AD/SAT®

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Thomson adds Charleston Daily Mail to its fold

BUSINESS ROUND-UP

Thomson Newspapers Inc. has agreed to purchase the Charleston (W.Va.) Daily Mail and three other newspapers for an undisclosed sum from the closely held Clay Communications Investors.

The newspapers have a combined circulation of 118,000 and would bring to 102 the number of U.S. daily newspapers owned by Thomson, headed by Canadian Kenneth R. Thomson.

Thomson owns more U.S. dailies than any other newspaper group, although their combined circulations of 1,582,485 as of Sept. 30, 1986, ranked the group only 10th among U.S. newspaper companies.

The Daily Mail, a plum that was sought in final bidding by six newspaper groups, will mark Thomson's first acquisition in a state capital, and with 53,250 daily circulation, it will be the third largest of Thomson's U.S. newspapers (behind the San Gabriel [Calif.] Tribune, with 60,816, and the Canton [Ohio] Repository, 58,451).

Lyell B. Clay, publisher of the Daily Mail and executive partner of Clay Communications Investors, will retire once the sale is completed. John F. McGee, managing partner and chief operating officer of Clay Communications, will become publisher and continue as president of Charleston Newspapers, the partnership that oversees the joint operating arrangement between the Daily Mail and the Charleston Gazette.

The deal between Thomson and Clay also includes The Register-Herald in Beckley, W.Va., The Shelby (N.C.) Star and The Enquirer-Journal in Monroe, N.C.

On the same day the sale was announced, Clay executives also announced formation of a private foundation by the Clay family that will have assets of about $25 million.

The endowment, which will receive some of the proceeds from the sale, will make The Clay Foundation Inc. one of the largest private foundations in West Virginia and one of the largest in the nation to arise from a newspaper fortune [**presstime**, April 1987, p. 6].

In other business developments:

- The estate of John Cowles Sr. is disputing a $3.7-million tax bill from the Internal Revenue Service, saying the government should instead pay the estate a refund of more than $600,000. At issue is an $8-million difference in the values placed by the estate and the IRS on Cowles Media Co. stock at the time of Cowles' death in 1983. The federal Tax Court is being asked to overturn the IRS claims.
- McClatchy Newspapers has put its four radio stations up for sale. The stations, in Sacramento and Fresno, Calif., are the only remaining broadcast properties owned by McClatchy, which sold several television stations between 1981 and 1986. It also sold its cable holdings last year [**presstime**, Jan. 1987, p. 22].
- The Times Mirror Co. sold about 26,000 acres of timberland in Washington and Oregon to Longview Fibre Co. of Longview, Wash., for an undisclosed price. ☐

LEE DIRKS & ASSOCIATES

Lee E. Dirks
at the
Waldorf Towers

We specialize in assisting owners in exploring, negotiating, and consummating the sale of their daily newspapers or their daily or non-daily newspaper groups.

Owen Van Essen
at the
Inter-Continental

For comments from some of our clients in the past year, please see "We Deliver..." on the opposite page.

Suite 210 255 E. Brown St. Birmingham, Michigan 48011

313-646-4230

WJR is donated to U. of Maryland

Owners of WJR, the Washington Journalism Review, have agreed to donate it to the College of Journalism at the University of Maryland.

The donation will allow the 10-year-old magazine to be operated from a $3.3-million permanent endowment.

The magazine has been operated at a deficit for seven years by Jessica Catto and Henry Catto, who will continue as contributing editors. They bought it in 1979 through H&C Communications Inc. of Houston, owner of several media properties for the Hobby and Catto families. ☐

Correction

The cutline for a photograph that ran in the April issue of **presstime** (p. 6) should have read ". . . funded by the Chicago Tribune Charities," not "Chicago Tribune Foundation and Charities." Chicago Tribune Charities, a separate entity from the Foundation, is entitled to raise and disburse funds for philanthropic and charitable purposes. The Foundation, on the other hand, supports such causes directly from corporate profits or an endowment of stock. **Presstime** regrets the error. ☐

We Deliver . . .

MONROE NEWS
ATHENS REVIEW
McCOOK GAZETTE

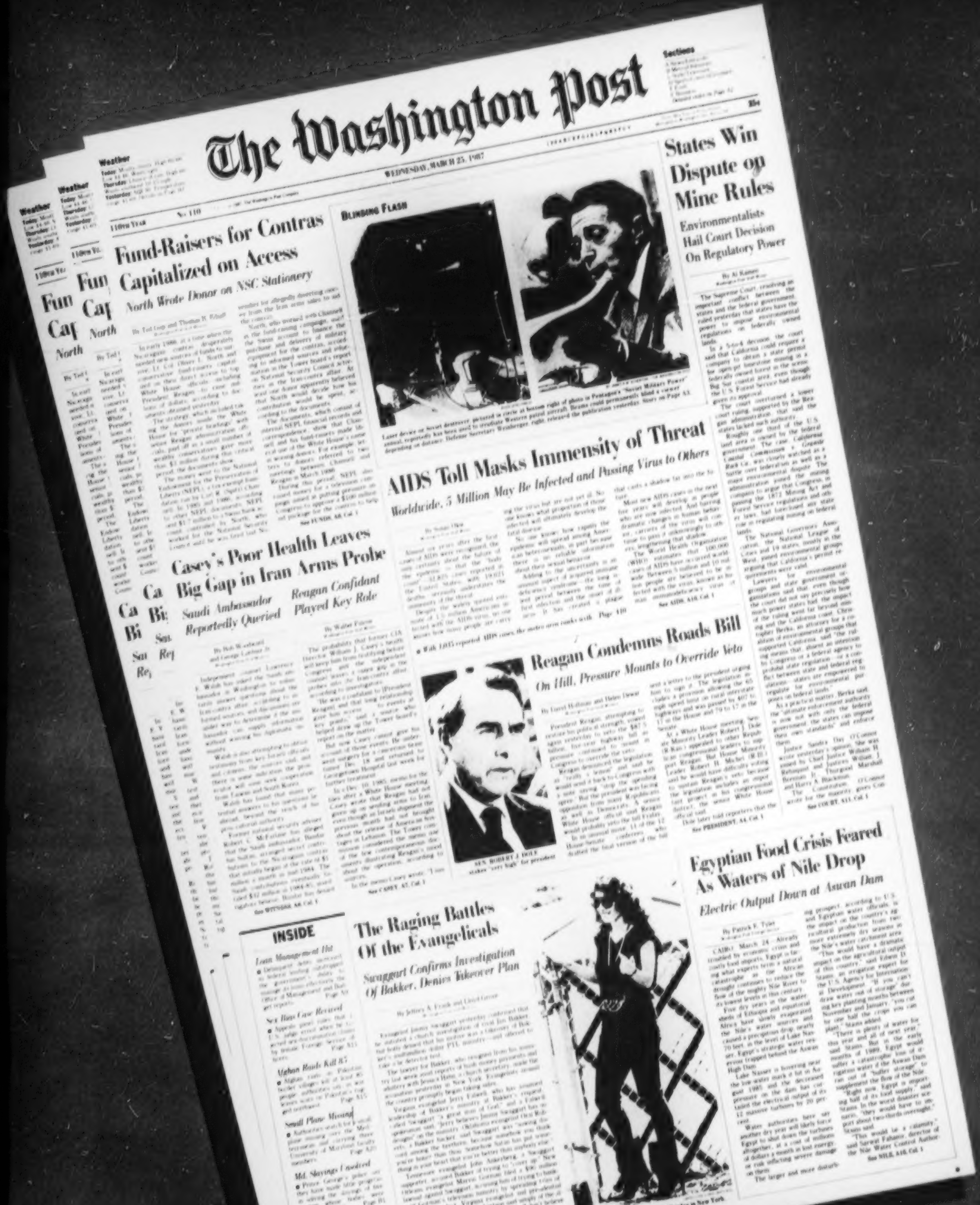
"You do this every day, Lee, but when one sells a newspaper for the first and only time, you have to rely on the integrity of your man. You didn't disappoint us. When you call on a pro, you expect a professional job — and we got it." — Timothy B. Werner, Sheboygan (WI) Press, 30,000 daily, December 1986

"Disposing of a 50% interest in a newspaper company is not an easy assignment. In selecting you to handle this, we were confident that with your brokering experience and contacts in the newspaper community, you would find a buyer at a fair price. You accomplished the sale in a sensitive and professional way." — A. J. Kohler, Co-Executor, C. K. Wesley Estate, Monroe (MI) Evening News, 26,700 daily, August 1986

"We hesitated for weeks on whether to retain a broker. Now, with the sale completed, I can say that we definitely made the right decision. We sincerely appreciate the professional way in which you handled the offering and sale, from the thorough preparation of a presentation right up to the closing." — Daniel A. Dwelle, Athens (TX) Daily Review, 7,300 daily, July 1986.

"We set the price, and Lee Dirks found the buyer. Your background as a media analyst gives you a full understanding of markets and newspaper properties, as well as a personal acquaintanceship with virtually all key media people. If we were starting over, we would again use Lee Dirks & Associates." — Allen D. Strunk, Harry Allen Strunk, and Grant J. Strunk, McCook (NE) Gazette, 10,300 daily, December 1986

LEE DIRKS & ASSOCIATES
255 E. Brown St., Suite 210, Birmingham, Mich. 48011
313-646-4230



The Washington Post

WEDNESDAY, MARCH 25, 1987

110th Year No. 110

Sections

25¢

Weather

Fund-Raisers for Contras Capitalized on Access

North Wrote Donor on NSC Stationery

By Ted Gup and Thomas B. Edsall

BLINDING FLASH

States Win Dispute on Mine Rules

Environmentalists Hail Court Decision On Regulatory Power

By Al Kamen

AIDS Toll Masks Immensity of Threat

Worldwide, 5 Million May Be Infected and Passing Virus to Others

Casey's Poor Health Leaves Big Gap in Iran Arms Probe

Saudi Ambassador Reportedly Queried

Reagan Confidant Played Key Role

By Bob Woodward and George Lardner Jr.

By Walter Pincus

Reagan Condemns Roads Bill

On Hill, Pressure Mounts to Override Veto

SEN. ROBERT J. DOLE

Egyptian Food Crisis Feared As Waters of Nile Drop

Electric Output Down at Aswan Dam

By Patrick E. Tyler

INSIDE

The Raging Battles Of the Evangelicals

Swaggart Confirms Investigation Of Bakker, Denies Takeover Plan

By Jeffrey A. Frank and Lloyd Grove

Jessica Hahn talking to reporters Monday in New York

SILENCE IS NOT ALWAYS GOLDEN

Freedom of the Press—
A Precious Right

They printed 23,000 issues of the Polka City Rustic Republican and 250,000 copies of the Mink Madness Sale Catalogue, all on the same day, all on the same press.

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Congress accused of

You can get that kind of speed and versatility with a Solna Distributor 30 web offset press.

The exclusive 2 + 1 printing unit lets you print two colors on top of the web, one color on the bottom. Three pairs of cylinders give you three different web threading options. Combine 2 + 1 units with standard 1 + 1 perfecting units and the possibilities are endless.

Add the F36 folder and you can run up to eight webs on one former. For newspapers only, add the high performance F40 folder and run up

All this, and no bearers. The Distributor doesn't need them, doesn't have them. The unique cylinder arrangement lets you quickly adjust blanket-to-blanket pressure with a simple handwheel—even while the press is running. You change stock thicknesses in a flash. You finish a long run without time-consuming readjustments.

From the bearer-free design to the one-man paper loader to the one-panel start-up system, every aspect of the Distributor 30 is geared to rapid changeover, quick make-ready, and high-speed printing—up to 30,000 iph. It's not surprising that there are over 4,000 units in use worldwide.

If you're in the market for a proven press that combines speed and versatility, write to us at the address below. For fast action, call toll free.

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The Solna Distributor 30, the heaviest built press in its class, is available in five cut-offs, including 21½ inches.

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Precision Printing Equipment From Sweden

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ANPA *Calendar*

MAY

ANPA Pre-Convention Board of Directors and Foundation Trustees meetings
The Waldorf-Astoria, New York City, May 2

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
Loews Summit Hotel, New York City, May 2

ANPA Human Resources Committee meeting
The Waldorf-Astoria, New York City, May 3

ANPA Circulation and Readership Committee meeting
The Waldorf-Astoria, New York City, May 3

ANPA 100th Anniversary Convention
The Waldorf-Astoria, New York City, May 3-6

presstime Advisory Committee meeting
The Waldorf-Astoria, New York City, May 4

ANPA Board of Directors and Foundation Trustees Post-Convention organizational meetings
The Waldorf-Astoria, New York City, May 6

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
The Park Hyatt, Chicago, May 11

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Omni Georgetown Hotel, Washington, D.C., May 11-13

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., May 11-15

ANPA/American Bar Association Task Force meeting
Ritz Carlton, Washington, D.C., May 14-15

ANPA Legal Affairs Committee meeting
Ritz Carlton, Washington, D.C., May 15

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., May 18-22

JUNE

ANPA Advanced Management Workshop
Omni Georgetown Hotel, Washington, D.C., June 1-3

ANPA Labor Relations and Technology Seminar
Las Vegas Convention Center, Las Vegas, June 5-6

ANPA Technical Exposition and Conference
Las Vegas Convention Center, June 6-10

ANPA Executive Committee meeting
Las Vegas Convention Center, June 8

Strategic Planning Seminar sponsored by ANPA and the International Newspaper Marketing Association
The Houstonian, Houston, June 14-18

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., June 22-26

JULY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., July 6-10

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., July 20-24

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
San Antonio, July 31

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The Akron Beacon Journal

1987 Pulitzer Prize for National Reporting
The Miami Herald

1987 Pulitzer Prize for Investigative Reporting
The Philadelphia Inquirer
Daniel R. Biddle, H.G. Bissinger and Fredric N. Tulsky

1987 Pulitzer Prize for Investigative Reporting
The Philadelphia Inquirer
John Woestendiek

1987 Pulitzer Prize for Feature Writing
The Philadelphia Inquirer
Steve Twomey

IT WOULD HAVE BEEN AN HONOR TO WIN JUST ONE.

KR
KNIGHT-RIDDER

We are extremely proud to be able to make this announcement again this year. We are deeply honored to have won five Pulitzer Prizes in 1987. We salute this year's winners as well as the four other Knight-Ridder finalists. And the exceptional work being done in all of our newspapers every day. This continuing commitment to excellence has brought the total of Pulitzers awarded to Knight-Ridder's newspapers and journalists to 44, sixteen in the past three years.

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President Reagan to speak at this month's Convention

President Ronald Reagan

President Reagan will address the opening ceremonies of ANPA's 100th Anniversary Convention May 3-6 in New York City.

It will mark the third straight ANPA Convention in New York City to be addressed by the President of the United States. Reagan also spoke at the 1983 Convention, and President Jimmy Carter—who also will be part of this year's program—addressed the 1979 Convention.

The President's acceptance has prompted a change in the location and time of the ceremonies on Sunday, May 3.

For security reasons, the location has been moved from Castle Clinton, at the tip of Battery Park, to Ellis Island—the historic site where millions of immigrants once were processed upon arrival in the United States.

Starting at 1 p.m., buses will take Convention-goers from The Waldorf-Astoria, the Convention hotel, to Gangway No. 1 at Battery Park where they will board ferry boats for the 15-minute trip to the island. Tickets mailed to Convention-goers in late April must be presented to board the ferries.

The last ferry for Ellis Island will leave the dock at Battery Park at 3:40 p.m.

The reception sponsored by Knight-Ridder Inc., previously scheduled for Castle Clinton, will begin at 2:30 p.m. on Ellis Island.

The opening ceremonies will begin at 4 o'clock, rather than 5:30 p.m. as previously scheduled.

Also speaking at the event will be the Rev. Billy Graham, a late addition to the program.

Because of the change in the opening ceremonies, the ANPA Expert Centers will operate on an earlier-than-previously-announced schedule. They will be open between 9 a.m. and 12:30 p.m. on Sunday at the Waldorf's Hilton Room. In other late developments regarding the Convention program [**presstime**, April 1987, p. 78]:

- The Associated Press announced that its annual meeting May 4 will include a panel discussion on the Iran-Contra arms controversy. Called "Aftermath: Conversation on the Tower Commission," the discussion will be moderated by Louis D. Boccardi, AP president and general manager. Panelists will be former U.S. Secretary of State Edmund S. Muskie, a member of the Tower Commission, named by President Reagan to investigate the Iranian arms deals; Larry Speakes, former White House spokesman, now senior vice president of Merrill, Lynch, Pierce, Fenner & Smith Inc.; W. Clark McFadden, counsel to the Tower Commission; and James David Barber, Duke University political scientist.
- Participants in the Tuesday afternoon General Session on the "Future of Retailing" have been announced. Moderator will be James Hoge, president and publisher of the Daily News of New York. Panelists will be Gordon R. Cooke, executive vice president, sales promotion of Bloomingdale's, New York City; Lee M. Dubow, senior vice president, corporate sales, of Belk Stores Services, Charlotte, N.C.; Melvin Jacobs, chairman and chief executive officer of Saks Fifth Avenue, New York City; Walter F. Loeb, senior retail analyst/principal, Morgan, Stanley & Co., New York City; and Stephen L. Pistner, chairman and CEO of McCrory Corp., New York City.
- Theodore J. Gordon, chairman of The Futures Group of Glastonbury, Conn., will give the main address during the Tuesday panel discussion on "The Next 100 Years."
- Additional participants in the Wednesday seminar on "The Constitution: Separation of Powers 1987" were named: Lloyd N. Cutler, former presidential counsel and currently with the law firm of Wilmer, Cutler & Pickering, Washington, D.C.; U.S. Rep. Barney Frank (D-Mass.); Jeane J. Kirkpatrick, former U.S. representative to the United Nations, now senior fellow at the American Enterprise Institute; Gary G. Sick, former member of the National Security Council staff, now program officer at the Ford Foundation; Leon Silverman, former special prosecutor, now with the law firm of Fried, Frank, Harris, Schriver & Jacobson, New York City; William French Smith, former U.S. attorney general, now with the law firm of Gibson, Dunn & Crutcher, Los Angeles; Helen Thomas, United Press International White House correspondent; and Barbara Walters, ABC News correspondent. The seminar is funded by The Hearst Corp. ☐

The importance of circulation

Circulation sales account for approximately one-fourth of newspapers' revenues, producing more than $12 million a day in the United States alone.

Circulation is "an essential part of the newspaper's business structure," say William J. Thorn and Mary Pat Pfeil, associate professor and instructor, respectively, at the College of Journalism of Marquette University.

In *Newspaper Circulation: Marketing the News*, they describe ways circulation complements other elements of newspapering—readership and promotion, for example—and they explain fundamentals of circulation.

The 336-page, hard-cover book is available for $34.95 from Longman Inc., 95 Church St., White Plains, N.Y. 10601.

Practical advice on newspaper color

Color in American Newspapers was prepared especially for newspaper executives who are contemplating introducing color into their publications or who want to enhance color already being used.

Practical advice and observations by color practitioners, design tips, profiles of three newspapers that use color, research findings and an annotated bibliography were edited by Mario R. Garcia and Don Fry, associate directors of The Poynter Institute for Media Studies in St. Petersburg.

The 72-page, soft-cover book is available for $7.95 from The Poynter Institute, 801 Third St. South, St. Petersburg, Fla. 33701.

A career guide on newspapers

Professionals offer advice to those who are considering a newspaper career in *Newspapers*, one of a series of career directories edited by Ronald W. Fry, president of The Career Press.

From production to promotion, each area of the newspaper business is discussed from the perspective of people who have specialized in it and who explain how prospective newspaper careerists might attain such positions.

The 244-page book is available in hard cover for $34.95 or in soft cover for $26.95, plus $2.50 for shipping, from The Career Press, P.O. Box 34, Hawthorne, N.J. 07507. ☐

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Laser Engraved Ceramic Anilox Rolls

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When your anilox roll starts to go, so does your quality. Well, now there's a roll that outlasts all the others. UCARLOX™ laser engraved ceramic anilox rolls from Union Carbide.

UCARLOX rolls last for years. Not months. They're coated with chromium oxide. It's extremely hard—over 1150 Vickers—and outwears hard chrome plate many times over.

Once coated, a computer-controlled laser engraves the coating with precise screens and uniform cells. The result? Increased ink metering control to help meet the most demanding printing requirements.

Put out quality printing. Put in UCARLOX rolls. The anilox rolls that are virtually indestructible. With engraving so precise, it's unmatchable.

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over-set

A Giant recruits and leads his flock of young deliverers of New Jersey newspaper

As many newspapers have found, it's getting tougher to recruit youth carriers [**presstime**, Feb. 1987, p. 20]. But a New Jersey daily has come up with a winning idea.

Soon after the New York Giants (who play their home games in New Jersey) captured the 1987 Super Bowl, The Record of Hackensack hired tight end Zeke Mowatt (in photo above) to enlist and train youngsters. In the first two months, the Giants player recruited 1,267 prospective carriers, says Frank J. Savino, The Record's vice president/marketing.

"Youngsters react positively to him," Savino says. "With stats like these, we are delighted to have him on The Record team."

In his dealings with the young carrier force, Mowatt also delivers messages on sportsmanship, citizenship, and the dangers of using drugs and alcohol.

Nearly all The Record's carriers are youths.

'Good morning' leads to bad days

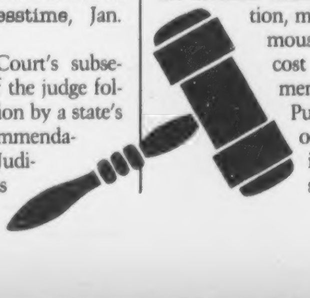
The Florida Supreme Court has reprimanded Circuit Judge E.L. Eastmoore for his reprimand of a newspaper reporter who failed to return the judge's hallway greeting.

On Sept. 4, Eastmoore had a bailiff take Butch Prevatt, a reporter for the Palatka Daily News, to his chambers. Eastmoore chastised Prevatt there [**presstime**, Jan. 1987, p. 72].

The Supreme Court's subsequent reprimand of the judge followed an investigation by a state's attorney and a recommendation by the Florida Judicial Qualifications Commission in support of a reprimand.

The Florida high court said Eastmoore's conduct was "reminiscent of the playground bully."

Prevatt, meanwhile, has filed suit against the judge. Having been transferred from his courthouse beat, the reporter is alleging that the incident damaged his reputation, motivated anonymous threats and cost him government sources in Putnam County, of which Palatka is the county seat.



Newspaper numbers

2.7 billion—approximate number of dollars U.S. newspapers received for carrying preprints in 1986, according to a Knight-Ridder Inc. survey.

80—average percentage of newspapers' total costs from libel lawsuits that go to pay defense lawyers.

66—number of U.S. daily newspapers that carry regular science sections; 19 did so two years ago.

20—number of the 349 composing room labor agreements on file at ANPA that refer to pagination jurisdiction.

Lapel button use seems to be contagious

"Censorship is Contagious."

Those words from Floyd Abrams, a noted First Amendment attorney, helped persuade the American Bar Association to refrain from endorsing a legislative ban on tobacco advertising.

Now Abrams' admonition has made it onto a lapel button.

The brainchild of ANPA Assistant General Counsel Tonda F. Rush, the buttons have been showing up in some pretty high places.

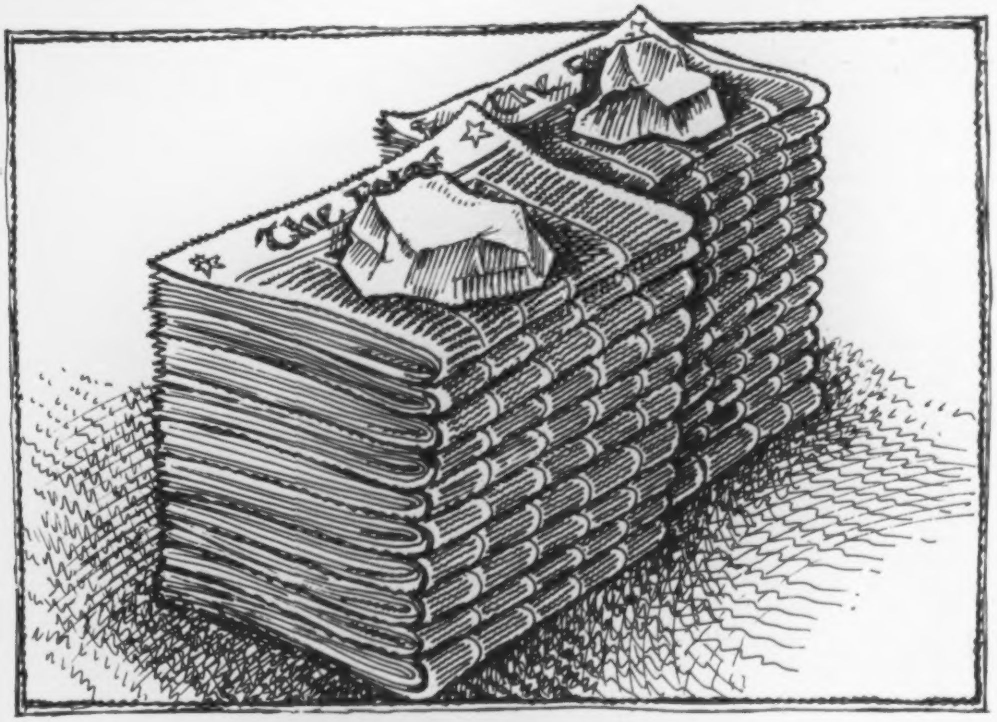
When he heard about them, U.S. Rep. Thomas A. Luken (D-Ohio) requested 100. Luken is chairman of a subcommittee that held hearings in April on tobacco advertising.

Michael G. Gartner, immediate past president of the American Society of Newspaper Editors, was sporting one when he addressed the recent ASNE Convention in San Francisco.

A bonus is that the button doesn't just apply to tobacco advertising. "Those words convey a message that goes well beyond the question of tobacco advertising and, indeed, embraces a large amount of the work we do," said W. Terry Maguire, ANPA vice president/general counsel.

To obtain a button, contact the ANPA Legal Department at The Newspaper Center.

CENSORSHIP
IS
CONTAGIOUS



Mutual protects you against paper waits.

A lot of papers can pile up during a newspaper strike, and that means a lot of lost revenue. Even when a paper is able to continue printing and distributing, extra expenses such as additional security and advertiser boycotts can be burdensome.

That's why strike insurance from the Mutual Insurance Company of Hamilton, Bermuda, is so important. Strike insurance from Mutual minimizes the financial damage caused by strikes, and provides newspapers with the economic backing needed to endure a strike while a settlement is being negotiated.

A Mutual strike insurance policy covers net profits, fixed charges, and ordinary business expenses in the event of a full or partial strike. Mutual also provides for extra security to protect both personnel and physical plant. As unionization and resistance to automation increase, the protection that Mutual's strike insurance provides is now more valuable than ever.

Mutual offers strike insurance only once a year, with coverage effective from July 1st through June 30th, so contact Mutual immediately to qualify.

The Mutual Insurance Company
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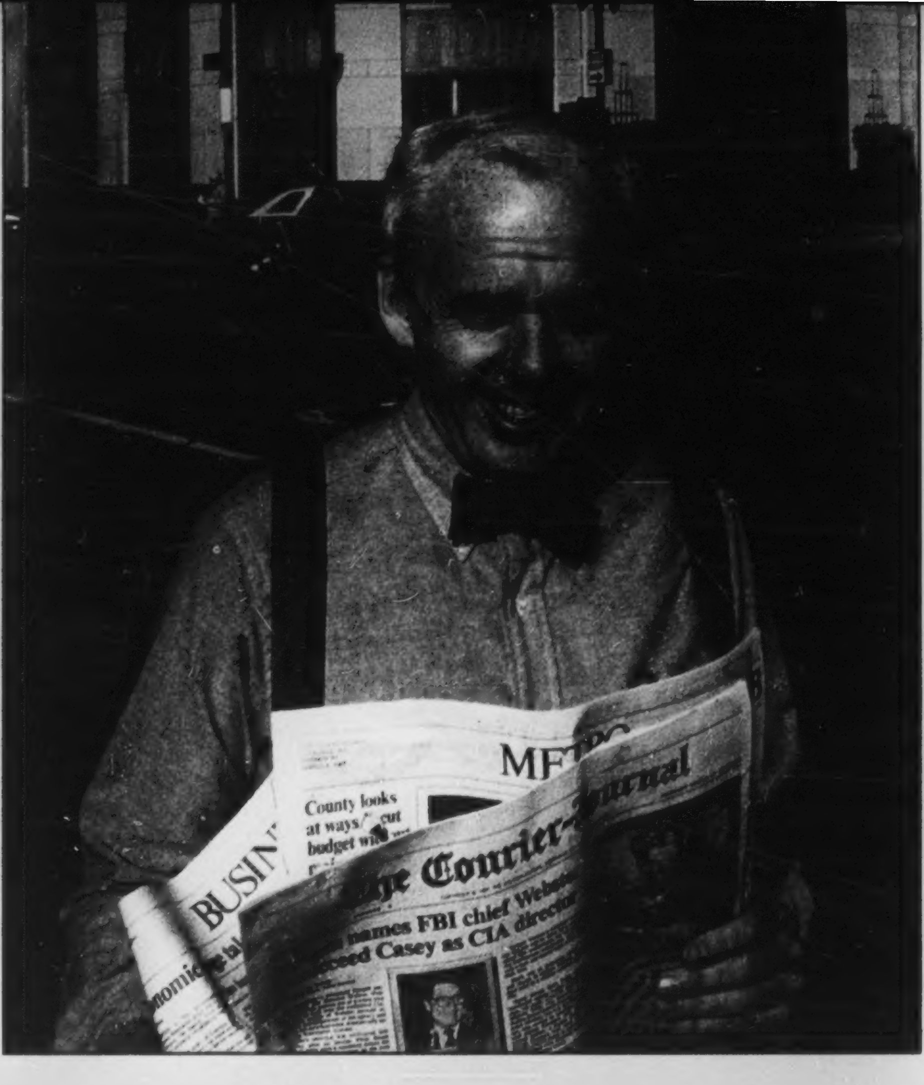

Michael G. Gartner on Freedom of Information:

"We're a more informed nation because of the Freedom of Information Act. We're a more vigorous press because of the Freedom of Information Act. We're a stronger democracy because of the Freedom of Information Act."

Michael G. Gartner
President, American Society of Newspaper Editors and
Editor, the Louisville Courier-Journal, a Gannett newspaper

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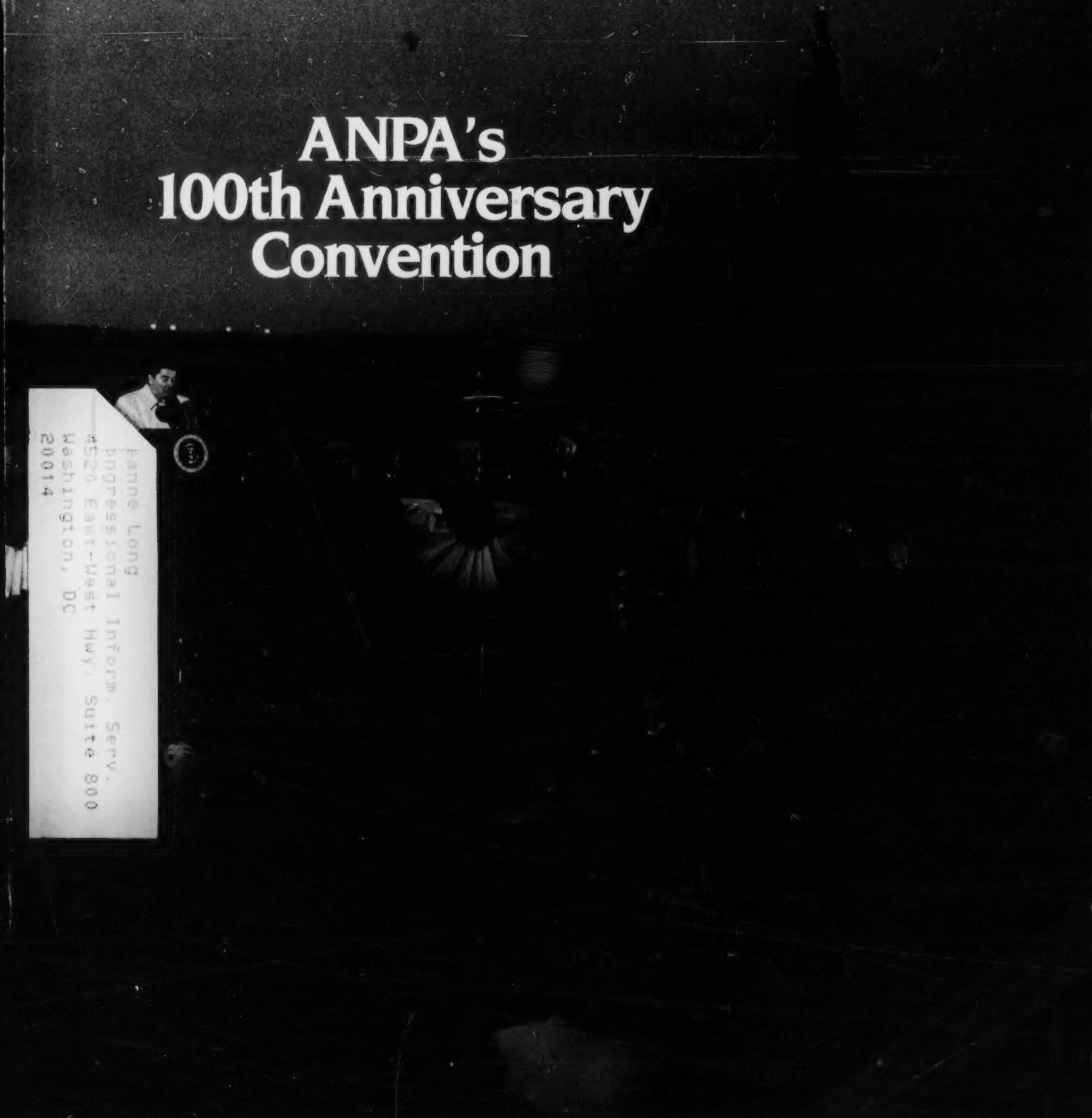
ANPA's 100th Anniversary Convention



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This spring, Flint Ink delivered a tanker of Arrowflex black water-based flexographic newsink to the Providence Journal.

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They printed 23,000 issues of the Polka City Rustic Republican and 250,000 copies of the Mink Madness Sale Catalogue, all on the same day, all on the same press.

POLKA CITY
RUSTIC REPU
Congress accused of burden

You can get that kind of speed and versatility with a Solna Distributor 30 web offset press.

The exclusive 2 + 1 printing unit lets you print two colors on top of the web, one color on the bottom. Three pairs of cylinders give you three different web threading options. Combine 2 + 1 units with standard 1 + 1 perfecting units and the possibilities are endless.

Add the F36 folder and you can run up to eight webs on one former. For newspapers only, add the high performance F40 folder and run up to 12 webs.

All this, and no bearers. The Distributor doesn't need them, doesn't have them. The unique cylinder arrangement lets you quickly adjust blanket-to-blanket pressure with a simple handwheel—even while the press is running. You change stock thicknesses in a flash. You finish a long run without time-consuming readjustments.

From the bearer-free design to the one-man paper loader to the one-panel start-up system, every aspect of the Distributor 30 is geared to rapid changeover, quick make-ready, and high-speed printing—up to 30,000 iph. It's not surprising that there are over 4,000 units in use worldwide.

If you're in the market for a proven press that combines speed and versatility, write to us at the address below. For fast action, call toll free.

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The Solna Distributor 30, the heaviest built press in its class, is available in five cut-offs, including 21½ inches.

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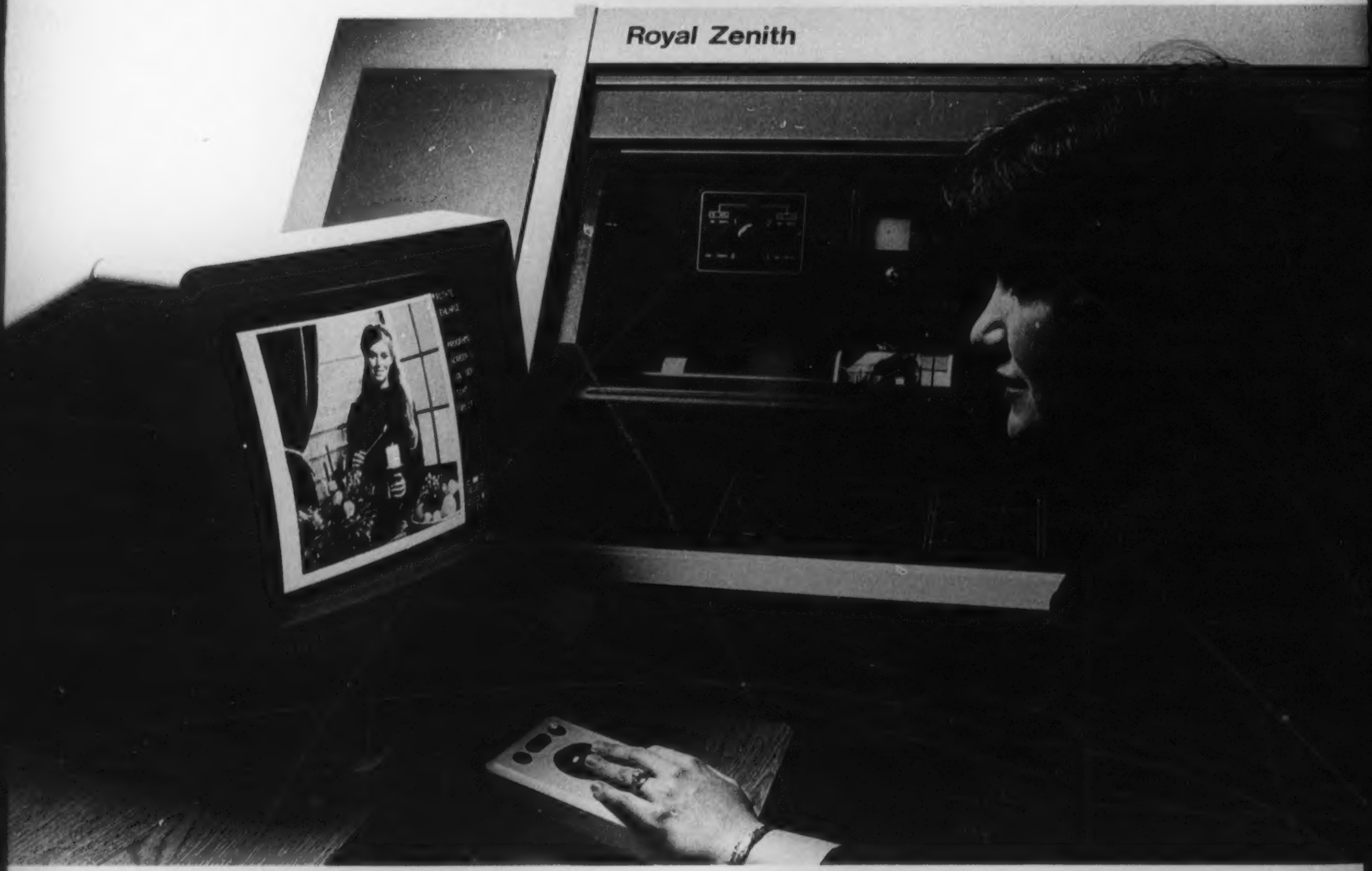
SCANNING SYSTEM:

The only scanning system with on-line interactive previewing now packs the power of electronic dot generation.

INTRODUCING THE ROYAL ZENITH 210 L LASER SCANNING SYSTEM.



The RZ-210 L puts you way ahead in high-quality color, today and tomorrow. Controls are few and easy to master. On-line electronic previewing allows instant correction, with "fine tuning" and approval before you run film. With the 210 L System, you have the widest range (to correct transparencies), the highest color quality, and you're on your way to fully-electronic page make-up! (What's more, we've made it easy for present 200 S users to migrate upward to the powerful 210 L System.)

No wonder more newspapers use Royal Zenith color scanners than all other scanners combined!

Call Martin Sussman at **(201) 641-7200,** for information and a demonstration of the RZ-210 L System.

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Put the growing power of the RZ-210 L to work for you!

See us at Booth 1922 ANPA/TEC '87

presstime

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VOLUME 9, NUMBER 6 JUNE 1987

Convention Report *From President Reagan's Ellis Island address on Sunday to former President Jimmy Carter's speech on Wednesday, ANPA's 100th Anniversary Convention in New York City was an event to remember. Former Sen. Gary Hart's appearance turned it into a newsmaker. Other headline speakers included first lady Nancy Reagan, Senate Minority Leader Robert J. Dole and former Secretary of State Edmund S. Muskie. Discussion topics ranged from minorities in the newspaper business to the Tower Commission report to the next 100 years.* **32**

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Smoldering union issue *Where there's no smoking, there may be complaints. At least two union locals have protested newspapers' no-smoking rules.* **98**

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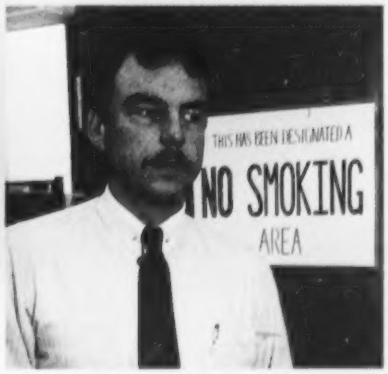
(Cover photo by C. David Rambo.)


THIS HAS BEEN DESIGNATED A
NO SMOKING
AREA

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CHAIRMAN'S CORNER

ANPA's organizational strengths will be tested in coming year

ANPA enters its second century with a change to one-year terms for its presidents. After only 12 months, the familiar face of Alvah Chapman, Knight-Ridder chairman, is replaced on this column by that of George Wilson of Concord, N.H. Who?

I know what you mean. Alvah—widely known and respected chairman of one of America's largest and finest newspaper organizations, and bagger of Pulitzer Prizes—yields the gavel to someone who has spent his career of 25 years in a far corner of America trying to satisfy the newspaper needs of 22,000 families. That sometimes means delivering the second newspaper I always bring home to someone who missed his and who calls me. And those are the nice calls.

George W. Wilson

The rotating diversity of leadership in ANPA may be one of its great strengths. The change of leadership annually reminds us of the variety of newspaper interests in all of North America. Paradoxically, with the variety we rediscover the fundamental values that bind us together in common cause and cut across differences of market, ownership, size and background.

In the coming year we are faced with proposed changes in postal rates and the way we report our circulation, possible modifications in Judge Greene's telephone rulings, and new initiatives in the states to tax newspaper sales and advertising. Newsprint and energy prices will rise. We face renewed challenges to find ways to become more efficient, to produce better newspapers and, above all, to help newspaper people use their immense talents and their creativity for the benefit of the nation's readers.

The scores of ongoing ANPA activities dedicated to ensuring a free and vigorous press will not cease with a change in leadership.

Changes from leader to leader seldom are dramatic. That is because ANPA itself has changed to become continually responsive to a constantly evolving environment.

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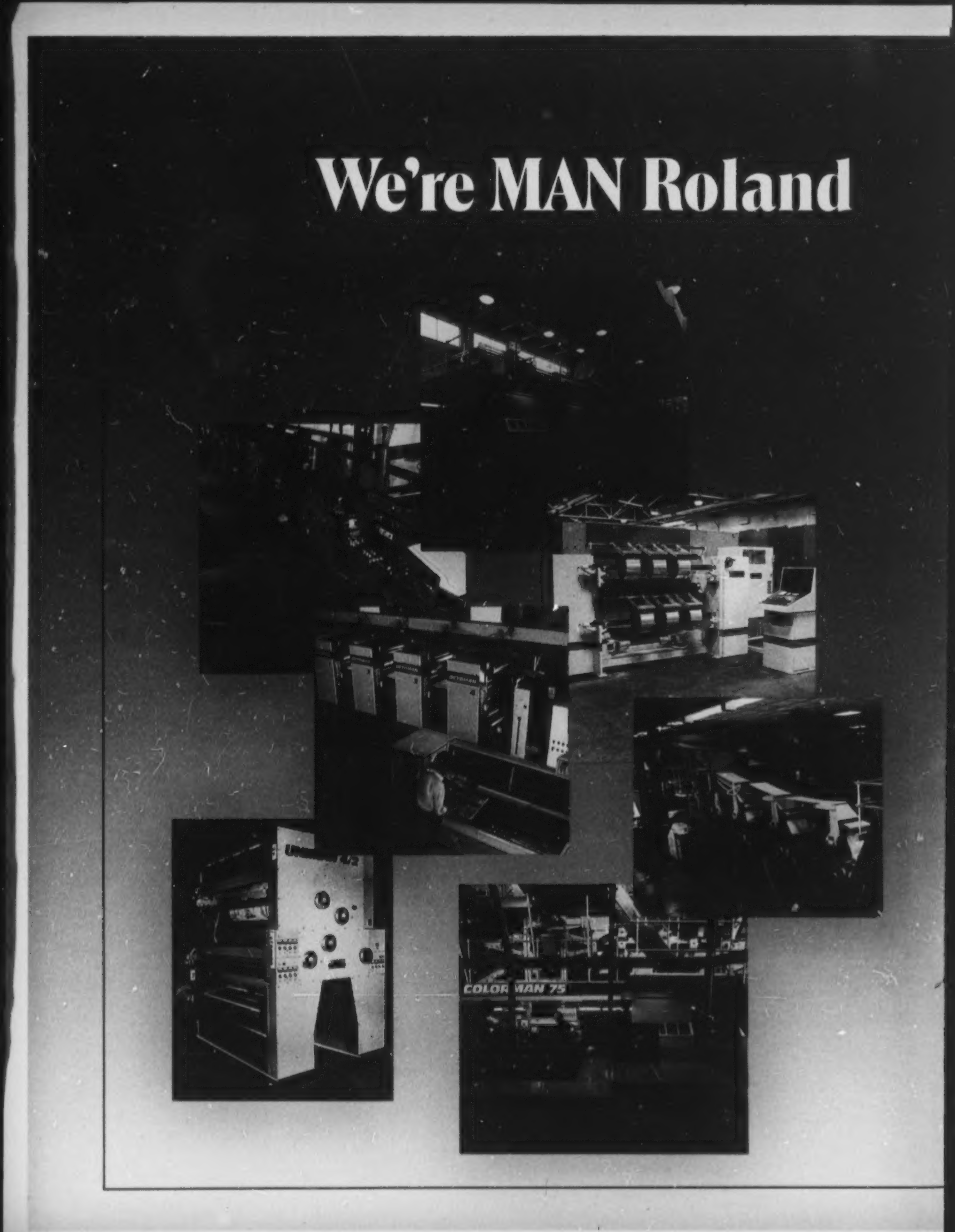
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Doing Battle In the Suburbs

Locals vs. Metros, Locals vs. Locals

BY MARY A. ANDERSON
presstime staff writer

In the shadows of all metropolitan dailies, the landscape is teeming with suburban papers. Particularly in the Northeast and along the West Coast, one urban area merges into the next with wall-to-wall newspapers.

Many suburbs that began as bedroom communities now have become cities in their own right, attracting business and wealthy residents to areas increasingly distant from traditional urban cores.

There, newspapers large and small, daily and weekly, are waging what academician David B. Sachsman calls "the battle on the fringes."

"The urban audience per se is not a money audience," says Sachsman, chairman of Rutgers University's journalism department and author, with free-lance writer Warren Sloat, of *The Press and the Suburbs.*

"The future of the American newspaper is in large regional newspapers or suburban newspapers," he predicts.

"Metros have not made strong moves into suburban areas," says James E. Elsener, executive director of Suburban Newspapers of America, a trade group encompassing more than 1,000 newspapers, nearly all of them non-dailies.

"For awhile, our people were very fearful. But our people have been able to hold onto their basic markets. I don't think there has been a major swing in either direction in the past five years, nor will there be in the next five years."

As newspaper ownership becomes more concentrated throughout the industry, suburban papers are seeking to solidify their markets. To defend against encroachment of metros, papers published in adjacent suburbs and shoppers, some are entering into joint ventures or combining production facilities with sister papers under the same ownership.

Meanwhile, the metros are finding that the best defense against erosion of business is a good offense in the suburbs.

SEEKING READERS. In markets as diverse as Chicago, Washington, D.C., and Philadelphia, metropolitan papers are recognizing that long-term profitability, or even survival, depends on well-laid plans to woo readers living in outlying regions.

Publishers in various markets reluctantly have reached the conclusion that two-newspaper households appear to be a thing of the past—that a reader gained by one newspaper is likely to be one lost to another.

With the stakes so high, it is understandable why the battle for readers is being waged so aggressively.

One suburban paper that has grown phenomenally is the Southtown Economist of Chicago's southwest section, a former weekly transformed into a daily by the time Pulitzer Publishing Co. bought the Economist group of 27 papers in April 1986.

Through a stepped-up sales and promotion plan, the Southtown Economist increased its paid circulation 60 percent in one year, from 18,967 daily at the time of its acquisition to 30,366. Circulation for the Sunday edition grew to 46,320, a 29-percent increase.

Bruce Sagan, president of Pulitzer Community Newspapers Inc., says he sees no limit to the paper's possible growth over the next five or 10 years. Meanwhile, the two metro dailies in that market, the Chicago Tribune and Chicago Sun-Times, have seen slight declines in both daily and Sunday circulation.

Elsewhere, Donald E. Graham, publisher of The Washington Post, recently told a gathering of newspaper analysts that the Post's financial health depends on the answer to one key question: "To what extent will the Post be able to extend beyond the first ring of counties into the second, big, rapidly growing ring of counties, many of which already have their own newspapers?"

Graham said it is a question that the Post should be able to answer successfully, given the already high penetration rates in counties as far as 50 miles from its core market. The lowest penetration in the eight counties surrounding Washington is 31 percent daily and 66 percent Sunday, a "very, very

DAILY TIMES
McFarlane: I played God

The Delaware County Daily Times provides tough competition west of Philadelphia.

strong" starting point, Graham said.

Competition with the suburban press causes the Post to be conservative about price increases, Graham said. "We will raise prices from time to time. But we think our shareholders are much better served if the Post keeps pace with this very fast-growing market. And a lot of other newspapers are coming to see the world in the same way."

Like the Post, most urban dailies have been seeking to expand their realms for several years.

Yet a number of dailies that began in outlying areas, such as The Orange County (Calif.) Register and Long Island, N.Y.-based Newsday, have gained such strength that some experts argue that "metro" and "suburban" journalism must be redefined.

"I don't use the term 'metro' anymore," says Sachsman of Rutgers.

His 1985 book on the subject focuses on one such lively market—New Jersey, whose many dailies can all be considered suburban as they bump up against metro dailies published in New York City and Philadelphia. "We developed what is today's suburban press a little earlier than the rest of the country," Sachsman says. "It's a good place to see the whole pattern" of typical competitive pressures.

The competition is particularly intense for what Sachsman calls "counter-coverage"—the local, regional and statehouse reporting that the metropolitan papers often cannot match. Consequently, he says, "The competition here (in New Jersey) is not so much between metros and suburbans but between suburbans and suburbans."

But whether suburban papers are vying with metros, shoppers or each other, one thing is clear: Both the urban giants and their suburban neighbors are devising new strategies to compete in markets that are more congested than ever.

HEATED COMPETITION. "The competition for your franchise has and will heat up," Ruth Clark, president of the marketing research firm of Clark, Martire & Bartolomeo, told SNA last year. "If the metro papers have suddenly discovered the importance of local news, they owe it to you."

Effective local coverage is not just a battle for turf, the researcher added. The biggest prize is long-term reader loyalty—an increasing concern in a time of a decreasing rate of growth of newspaper readership among young adults.

"Populations may change, people may change, advertising sources may change, the landscape may change, competition may change—but, every indication and past experience has shown that as society becomes more complex, one's smaller world becomes more important," Clark said.

Effective local coverage is not just a battle for turf. The biggest prize is long-term reader loyalty—an increasing concern in a time of a decreasing rate of growth of newspaper readership among young adults.

Her research has shown, for instance, "an incredibly strong sense of emotional town identification," even among newcomers. "Throughout the country," she said, "we have been struck by the growing sense of townmanship, local patriotism and pride," despite the fact that adjacent communities are often virtually indistinguishable.

Except for a group she labeled as "high-tech yuppies," who plan on moving on, "Today's suburbanites, even the young ones, are strangely immobile," she said. "There is a craving for smallness and a budding revolt against bigness."

Few, if any, metro newspapers have failed to recognize that possibility.

Every one of 168 dailies with more than 100,000 circulation responding to a 1986 survey said they made some content-oriented change, such as supplements or zoned editions, to win suburban readers.

Hal Lister, who conducted the survey, reports, "There wasn't one of them that hadn't introduced some suburban effort within the paper.

"Unfortunately for many of them, it was too little, too late," says Lister, associate professor of journalism at the University of Tennessee in Martin.

Many of the city-based papers have met with only marginal gains, if any, Lister said, because they frequently geared sections to sweeping areas such as "North" or "South," instead of treating suburbs as "viable, autonomous areas of government."

Thomas Marquardt, managing editor of The Capital in Annapolis, Md., said "for us, the issue is the same as 10 years ago—offering good community journalism that metro papers cannot." Annapolis (1985 estimated population about 68,000) is a small city and a state capital. A mere 25 miles from Baltimore and 32 from Washington, D.C., it is coveted by the metro dailies published in those cities.

Since The Baltimore Sun was acquired last year by The Times Mirror Co., it has been peeking into The Capital's backyard and plans to begin zoned editions there later this year.

"It's no different than a city that has to expand its tax base," Marquardt says. "So (a metro) has to annex territory. (Metros) have to annex new territory to retain readers."

ANNEXATION DRIVES. Indeed, a kind of annexation is the plan of Philadelphia Newspapers Inc. for its two dailies, The Philadelphia Inquirer and Philadelphia Daily News.

A recent company description of its new suburban strategy evokes a quest to rescue innocent suburbanites from a type of three-headed Godzilla: Ingersoll, Calkins and Gannett.

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companies control 85 percent of the suburban papers' circulation on weekdays and 90 percent on Sundays.

The long-range plan developed by a task force of executives of PNI and its parent, Knight-Ridder Inc., is one response to a suburban market that is coalescing under group ownership.

Among other goals, the plan should allow PNI to "defend against the attacks of the most dangerous print, electronic and direct-mail competitors," according to the synopsis presented to the company's employees. It continued: "Competition is fierce. . . . Philadelphia's suburban sprawl is moving straight into the arms of long-established and increasingly sophisticated suburban newspapers. . . . The possibilities of combined advertising sales and shared editorial products could give these chains more weapons in their battle against PNI for readers and advertisers."

Then came the bottom line: "Our strength is concentrated in the static and declining areas. New business will not naturally flow to PNI; we must constantly work for it."

The plan's major components focus on the Daily News' increasing financial losses and the Inquirer's need for a stronger suburban presence.

A merged ad staff now offers special rates and incentives for advertisers through combination sales.

Editorially, the plan calls for a spiffed-up Daily News aimed at attracting more city workers who may live in the suburbs and a continuing shift in editorial focus to give the Inquirer more of the feel of a local paper—a process that began in 1982 after its metropolitan rival, The Bulletin, closed. The Inquirer already publishes eight zoned Neighbors sections, with plans for more.

"[The Inquirer] cannot gain readers by being only the metropolitan newspaper of choice; it also must be the local newspaper of choice," executives said in the plan.

For many readers west of Philadelphia, that choice is the Delaware County Daily Times in Primos, Pa.—with 61,885 circulation, Ingersoll's largest newspaper in the area.

Daily Times Publisher Frank Gothie, like many other suburban publishers, says his paper has been able to hold its own. "The new 'Neighbors' edition is definitely trying to eat our lunch, so to speak," he says.

But he has noted no drop in circulation since the Inquirer launched Neighbors in Daily Times territory last fall.

Although the Daily Times' circulation has remained at 60,000 to 62,000 for some years, intensified competition from the Inquirer and a number of local weeklies has the paper constantly looking over its shoulder. "We have these weeklies nipping at our heels and metros trying to squash us," Gothie says. "Overall, our strategy is to keep the quality of our newspaper product" by excelling in local news.

Other newspapers in suburbia also are seeking to solidify their markets.

This year, Copley Newspapers created a new entity by consolidating the production and editing facilities of three suburban newspapers in Southern California, while also homogenizing their look through a common redesign.

The Copley Los Angeles Newspapers, with a combined afternoon circulation of 135,000, consists of The Daily Breeze in Torrance, the Evening Outlook in Santa Monica and the News-Pilot in San Pedro.

As in the case of Philadelphia, the change was born of a Strategic Planning Committee. "We needed to move quickly to solidify our position in some of the most desirable portions of Los Angeles County," says Publisher Bertram E. Winrow.

AMALGAMATION. The Copley case is representative of a key trend of recent years: "in a word, amalgamation," says Lister of

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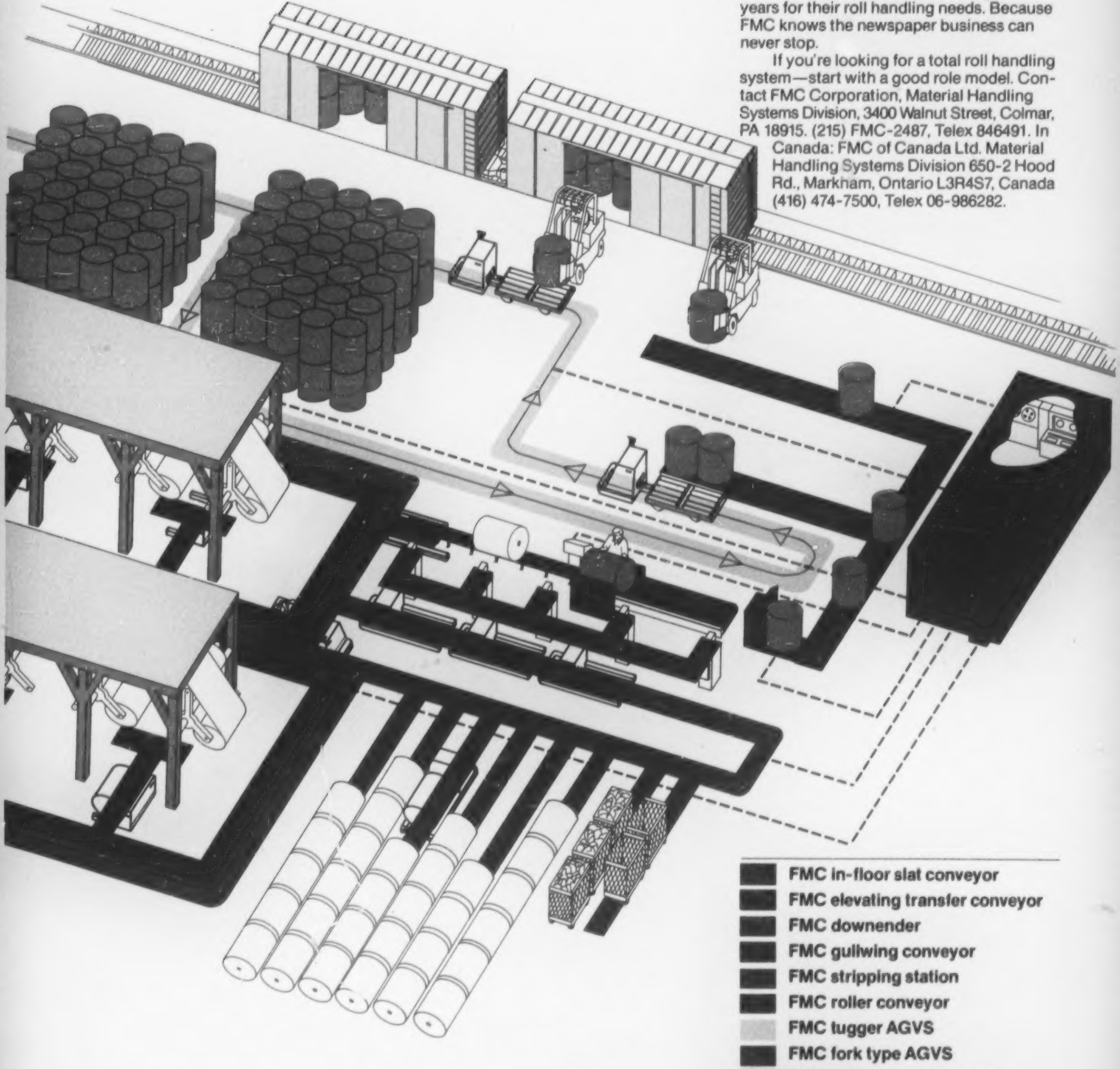

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Lister, who edited suburban papers for more than 20 years in the Milwaukee area, says merging operations or dropping afternoon editions are the primary means by which large and small newspapers seek to gain a competitive edge in an era of flat circulation and often sluggish growth in ad revenues.

For the metros, combining news staffs of jointly owned a.m./p.m. papers or dropping afternoon editions has enabled them to eliminate duplicative coverage and thus spread staff reporting over a larger geographic area.

Such efforts are viewed as evidence that the competition between the big-city papers and their suburban counterparts is fiercer than ever [**presstime**, Aug. 1982, p. 38].

"I think the lines are pretty well drawn. It's kind of like the First World War in a way. They (suburbans and metros) are both trying to advance—taking a step forward and a step back," says Elsener of Suburban Newspapers of America.

Meanwhile, the suburban press also finds itself fighting off new competitors in their own markets, including other paid- or free-circulation suburban papers and shoppers. Some suburban publishers have followed the lead of the big newspaper companies and created specialty publications for farmers, professionals or consumer groups, he says.

By and large, though, suburban papers have maintained their traditional strength: the local-news franchise.

This was verified in a recent survey of newspapers about their competitive strategies. It was made at the behest of the Associated Press Managing Editors Association's Committee on Small Newspapers, headed by Marquardt of Annapolis. Results will be presented to the association in September.

Johnny R. Vardeman, managing editor of The Times in Gainesville, Ga., and one of two APME members who conducted the survey, says respondents made the same point "over and over. It's just doing a better job of doing what they have been doing all along: local news."

"Most of them seem to feel they were holding their own and not really concerned about metros beating them," says Vardeman, whose own paper is published 50 miles north of Atlanta.

COMPETITION REDEFINED. On the other hand, concentrating on "local news" could be the kiss of death for daily metro papers, some observers say.

Metros "must become regionalized to offer the coverage that is not the bailiwick of the suburban paper," says Lister. He also sees hybrids emerging, taking after Long Island's Newsday. "Newsday is a perfect example of a good metro daily and a perfect example of a good suburban paper."

Newsday is unique among suburban papers by virtue of its incursion into the heart of a city.

But author Sachsman says Newsday should not serve as a model for other suburban papers to follow, only as an interesting experiment. "Generally, head-to-head competition in a core urban market is suicidal. Nobody else should risk the kind of money that Newsday is risking."

But, he adds, Newsday has a unique opportunity to advance from its suburban base while positioning itself for a middle-class market should one of the Manhattan tabloids fail.

"What Newsday is doing now could turn out to be some kind of fabulous investment," Sachsman says. □

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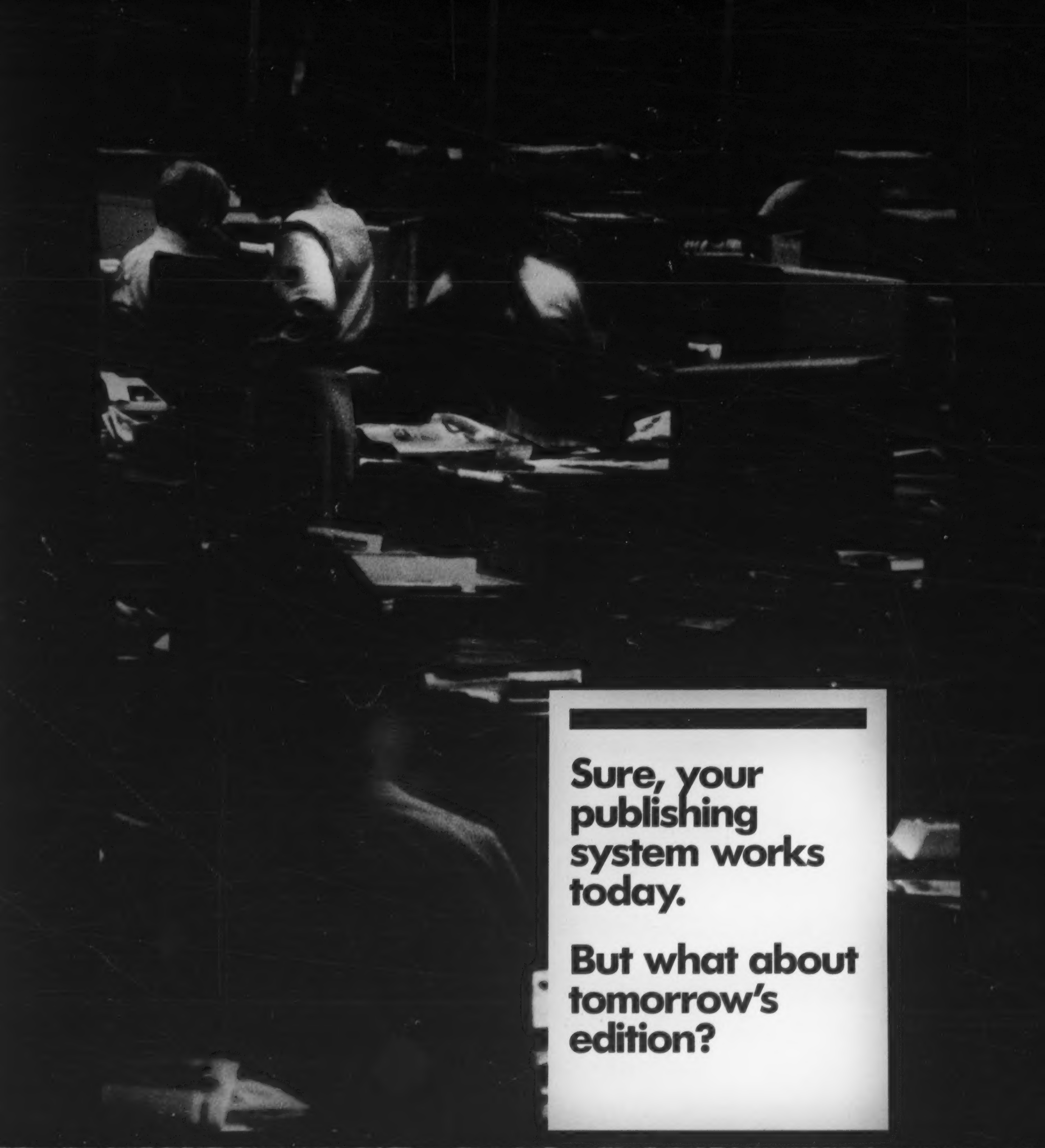
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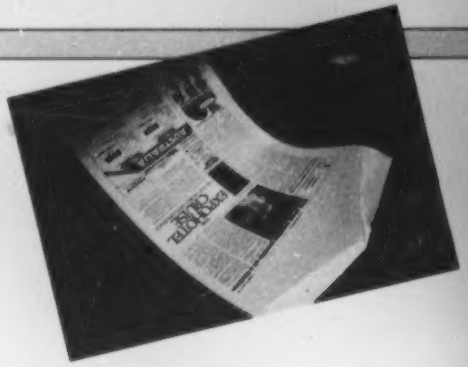


PAGINATION

Slowly Finding a Newspaper Niche

BY ROSALIND C. TRUITT
presstime technical writer

(Editor's note: This article is the last in a four-part series on new electronic pre-press technologies and how they are transforming the newspaper business.)

Pagination technology can be found in a larger number of newspapers these days, but the flow of the technology into newspaper plants still is more a trickle than a torrent.

Most newspaper executives and pagination manufacturers agree the technology continues to mature. And as it does so, research and development centers on creating systems that are faster, easier to use, and able to integrate process color into a page for full-page output to a typesetter or directly to a printing plate.

As the technology evolves and improves, the question remains: Why haven't more newspapers adopted pagination?

"The technology is there, but a lot of newspapers feel it is just too expensive for them," says George Cashau, ANPA director/technical research.

He and other observers say that although pagination offers many benefits, many newspapers believe those advantages do not outweigh the up-front cost of purchasing a system.

Of the approximately 1,770 daily newspapers and many more thousands of weeklies in the United States and Canada, about 250 have welcomed the technology into their plants, according to Eric Wolferman, executive editor of The Reporter in Lansdale, Pa., and an expert on pagination. But of those, only a handful have complete systems integrating text, halftones and other graphics. These advanced systems, integrating many functions, cost $1 million to $4 million. Less expensive systems are widely used for production tasks.

In addition, hundreds of smaller papers have flocked to "desktop publishing" technology, a form of pagination using a personal computer and a laser printer [**presstime**, March 1987, p. 22].

Overall, the pagination users interviewed by **presstime** say the equipment lives up to their expectations that it would save time and reduce manning requirements.

But a recent incident at The Arizona Republic and The Phoenix Gazette underscores the need for continuing R and D. In late April, the pagination system used by the two newspapers since September 1985 suffered a major crash—one so serious it raised doubts that publication would be possible on the day it happened, says William R. Hogan, vice president and general manager of Phoenix Newspapers Inc.

The crash precipitated a mad scramble to retrieve earlier-generation ad-makeup terminals from a warehouse. In addition, workers had to be retrained to perform their old jobs—manual pasteup of pages.

Although no complete editions were missed, two zoned sections could not be printed at first, and normal operations were not restored until more than a week and a half after the crash.

"I still have a lot of confidence in the system" manufactured by Information International Inc., Hogan says. "It's worked very well for us overall."

The problem arose when Triple-I installed a new microchip to boost the system's power and speed. Hogan says the equipment also may have been taxed by an increase in the number of pages being processed from an initial 400 a week to nearly 700.

Prior to the crash, the morning Republic was electronically laying out about three-fourths of all pages—everything except the front and sports sections; the afternoon Gazette had received its pagination training later and was paginating a lesser percentage.

To enable the newspapers to resume paginating, technicians restored the old microchip temporarily. Once satisfied the problem is solved, they plan to reinstall the new microchip, and Hogan says it could happen by the middle of this month.

> *"The technology is there, but a lot of newspapers feel it is just too expensive for them."*

Perhaps the most unfortunate aspect of the crash was its timing. It occurred in the middle of a seminar Phoenix newspapers and Triple-I were conducting to brief executives from other newspapers on how the equipment was performing.

"Even though we've been using the equipment for awhile, we're still in an R and D mode here," Hogan says.

Leroy Bell, vice president of customer support for Triple-I, says the adaptation of pagination to newspaper publishing has been an evolutionary process, both for personnel working with it and for the equipment itself.

"You have to remember that pagination has been used to produce pages, complete with line art and halftones, for technical documents and for magazines a good long time," he observes. Pagination has been used for magazine production for nearly 10 years, while the first newspaper experimentation with the equipment occurred six years ago.

The biggest challenge in bringing pagination technology to a great many more newspapers? According to Bell, it is the relentless deadline, often several a day. "A news magazine has a deadline once a week. A journal, once a month. Pagination at newspapers puts different demands on people as well as the system."

Those unique demands may explain why pagination, a major piece of the puzzle depicting the electronically reproduced newspaper, hasn't dropped into place as neatly as did VDTs more than a decade ago.

"Pagination equipment is more sophisticated and more difficult to operate than VDTs were when they first entered newsrooms," notes Wolferman of the Lansdale daily. "VDTs aren't really that much different than typewriters." Wolferman has overseen the installation of a pagination system at his paper and at another Gannett paper, and he acts as a consultant to newspapers that are considering pagination systems.

Nyle Leatham, Phoenix Newspapers Inc.

Linda J. Vachata (above), a features editor of The Arizona Republic and The Phoenix Gazette, uses a mouse to design a page that is typeset automatically (photo on facing page).

"Pagination requires a whole new way of thinking," he says.

That new way of thinking involves a totally integrated pagination system that includes all elements of a page, including photographs.

Experts say that electronic photography will help make totally electronic newspapers a reality. Electronic photos will be previewed on a screen, cropped and integrated into a page without ever being reproduced on photographic paper.

Companies that develop and market pagination equipment thus are concentrating research on the storage and manipulation and integration of continuous-tone graphics, including color.

CAPABILITIES VARY. Two years ago, medium-size newspapers were believed to be the best market for pagination equipment because smaller ones could not afford it and large ones had page volume exceeding its pages-per-hour capacity [**presstime**, March 1985, p. 30].

That remains somewhat true, although the equipment is becoming more affordable and faster.

Still, the vast majority of newspapers with pagination systems today are not producing pages complete with halftones and text, says Wolferman. They reserve spaces for graphics on the page, then manually insert photographs and other graphics. For the most part, pages are sent to a typesetter in two halves and after being reproduced on photographic film are pasted up manually.

A few newspapers, including The Wall Street Journal and the Daily Record in Morristown, N.J., use systems that send the completed page directly to platemaking. The Journal's system stores graphics digitally, then merges line art, text and advertisements for output to the plate.

Despite its high initial cost, the direct-to-plate method is the best way to go in the long run, says Kim Breese, vice president/operations at Dow Jones & Co, which publishes the Journal.

"The key is being able to go directly to plate. If you're still outputting to a typesetter, as far as I can see, that's not far removed from a system where you use pasteup people and cameras."

In Morristown, where a direct-to-plate system manufactured by Autologic Inc. has been used for about a year and a half, work is under way to incorporate color halftones. "If we were going to spend $2.5 million on a system, then we wanted a full-blown system," says Howard J. Eichler, vice president/operations at the Daily Record.

The number of companies manufacturing pagination equipment continues to increase, but a handful seem to attract the most interest from newspapers in terms of sophisticated technology or numbers of systems sold.

They include Atex Inc., Autologic, Crosfield Hastech, Cybergraphic Systems Inc, Dewar Information Systems Corp., Harris Corp., Information International and Xenotron Inc.

In addition, companies such as Crosfield Electronics Ltd., D.S. America, Hell Graphics and Scitex America Corp., offer color systems that can store, crop and otherwise manipulate color photographs and then insert those elements into the assembled page.

Even though the number of newspapers that have adopted pagination is still relatively small, interest in the technology remains high, and the subject has become almost a fixture at conference sessions at ANPA's annual trade show. (See story, p. 112.) That interest is translating into serious consideration for many newspapers, vendors say.

"I noticed the change last year at the ANPA show," says Albert Fenaughty, president of Triple-I. "People came in seriously looking at the equipment and discussing ways in which they could actually use it in production at their publications. In past years, our situation was a little like exhibiting at an auto show. When you have something new and exciting, people come and look at what you've got because they want to see what everyone's talking about, not because they're thinking about buying it."

In the past year, Fenaughty says, Triple-I has sold an advertising makeup system to The Indianapolis Star and The Indianapolis News, and a page makeup system to a Japanese financial daily. The firm is conducting "serious talks with a number of other newspapers," he adds.

Fenaughty says newspapers have been drawn to pagination because of the control the systems offer. "They see the chaos level going way down and the quality levels way up."

The companies that design pagination equipment say they work constantly to make the equipment easier to use. For example, terminals such as Cybergraphic's CG 250 G allow the user to copyfit all the various elements of the page, combining different fonts and story depths. A split screen also enables the user to preview the typeset page while viewing text to be inserted on the other side of the screen.

IMPACT ON STAFF. Pagination's proponents continue to cite a number of distinct benefits the technology brings to newspapers, including more control over the finished product, reduced manning requirements in the composing room, less time required to make up pages and thus im-

Pagination's proponents continue to cite a number of distinct benefits it brings to newspapers.

proved deadlines, and better looking pages.

Larry Allison, senior vice president and editor of the Press-Telegram in Long Beach, Calif., a pagination pioneer among newspapers, also says it allows his editors to try a variety of options in a short period of time and offers flexibility for last-minute changes. "Pagination certainly is here. We produce our newspaper that way every day," says Allison. But he says he understands the skepticism of others. "Until we began paginating, I was skeptical, too."

The Press-Telegram has been using a Triple-I system for about two years. It produces full-page output of text, halftones and line art to a typesetter. "If we didn't feel the technology was there, we wouldn't have purchased the system. We wanted a system that did it all, including digitizing halftones," says Allison.

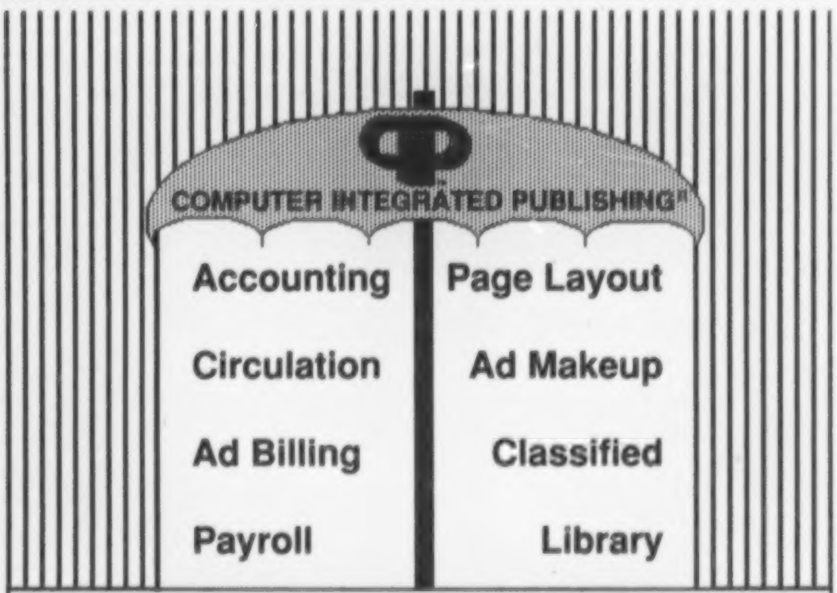
Wolferman says, though, that pagination's progress will hinge not on how fast the technology advances but on how the technology is managed. He and other newspaper executives say introducing the new equipment to employees should be done gradually; staff members should be consulted as various systems are considered; classes should be set up, and users must be given time to practice extensively.

> *"It does have its bugs, but when it works the way it should, people really like it."*

Careful consideration of the conversion to pagination also gives the newspaper time to deal with potential labor problems when positions are eliminated because of the new equipment.

In most cases, newspaper executives say they began paginating on sections printed in advance and moved later into the "live" pages that often change right up until deadline.

Most difficult, many say, is coordinating page jumps.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Most newspapers also are making paginating a part of the daily routine of copy editors, news editors or other editors. "We don't have paginators here. We have editors," says Mike Dunnell, an assistant managing editor at The Windsor (Ontario) Star, who oversees the system in the newsroom there. "Everyone has to know how to paginate in case someone is out unexpectedly. It's just become part of the job description."

In Long Beach, a different route was taken. "We looked at pagination and decided we'd be imposing a very complex new system on the traditional newsroom structure, and we decided that wasn't the way we wanted to go," Allison says.

Instead, the newspaper created a design department with a staff of 13 full-time employees. Some were former desk editors who expressed an interest in design; others were hired from outside. Allison says each section editor still controls the content and play of stories, but the designers create the pages. The section editors review pages before final output.

Also happy with pagination are employees at The Hamilton (Ontario) Spectator, says William J. Muir, production editor. The Spectator began using a Harris 8300 Page Layout system last December. Editors receive five eight-hour days of training. Muir says they are about halfway through the learning curve. "It's very important to get people using equipment early and often. The more you use it, the better you become at it," he says.

The afternoon paper has found that with pagination, it can make changes to the front page as late as 10 minutes before press time, compared with an hour under manual paste-up. Between 65 percent and 75 percent of the newspaper is currently being paginated.

Hogan of Phoenix says some editors had to be coaxed into using the new system, but for the most part, it was readily accepted. That made it harder to go back to the old way of doing things when the system crashed.

"Basically, you have journalists up to their ears in electronics," he says. "It's a totally different field. It does have its bugs, but when it works the way it should, people really like it."

Dunnell in Windsor, Ontario, agrees. "It would take a major disaster to make us go back to the old way of cut and paste. Pagination isn't 'either/or,' it's the way we put out our newspaper. If I can reflect back to the way it was when we first had VDTs, if you took out VDTs now, the staff would walk out. If for some strange reason we got rid of pagination at this point, our editors would be very upset. It's just the way we do things." ☐

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Presses May Be Museum Pieces By the Turn of the Century

BY WILLIAM D. RINEHART

Electronics in the past decade moved Ottmar Mergenthaler's hot-metal Linotype from newspaper composing rooms to museums. By the turn of the century, if not before, electronics will move the heavy iron presses from newspaper pressrooms into the same museums.

Currently, newspapers use an iron monster weighing 400 tons to put one-fifth of an ounce of ink on 64 pages of paper. Such complex press systems severely limit the flexibility of a newspaper to zone its run-of-paper advertising and news content.

Today, newspapers can zone preprinted advertising inserts with precision, yet they cannot offer the same flexibility with their mainstay ROP product. What's more, newspaper ROP reproduction can't compete with that of many preprints.

Current press technology also prevents distribution of news of special interest to subscribers. One news package must fit all, regardless of any individual special interest. The subscriber who doesn't care about stock prices nonetheless gets pages of financial data.

The electronic press technology of the 21st century will allow a newspaper to customize each subscriber's news copy and allow advertisers to reach target zones or even particular subscribers.

Electronic press technology will enable newspapers to print high-quality ROP and to run preprints on coated stock as part of the subscriber's newspaper. Instead of receiving preprints by truck from a commercial printer, the newspaper will receive an advertiser's prepared copy on a delivered electronic compact disc or from a satellite transmission directly into electronic ad storage. The electronic newspaper of tomorrow won't have to share preprint expenditures with a commercial printer and a trucker.

On the immediate horizon—and representing the first necessary step toward electronic printing—is erasable laser optical-disc technology, which will have a profound effect on all areas of newspaper operations. This type disc provides a new way to store computer information very compactly and at extremely high speeds [**presstime**, Jan. 1987, p. 61]. A number of companies are in final development stages of erasable discs, including Sony, Matsushita, Du Pont and Philips.

The technology will have a material effect on full-page pagination, electronic photography and other computer operations. It is a key development—one that will make all-electronic newspaper printing a reality.

The computer storage provided by erasable discs will make it possible to image a newspaper page electronically. Adjacent to each electronic page imager will be an erasable disc dedicated to the imaging of that page.

This will enable newspapers to make copy changes "on the fly." Each newspaper will have the potential of being addressed to an individual subscriber.

Other than reels and folders, the iron will be gone once this new technology is available to newspapers.

As was the case with early offset press developments, all-electronic imaging is already being used in small commercial printing applications. The machines involved are no longer called presses; their producers refer to them as "engines."

Delphax Systems of Randolph, Mass., is producing an ion deposition engine—a press. It is an all-electronic imaging system that prints high-quality text and graphics (although no photographs as yet). Sales are in the thousands of units for computer printouts, 8½-by-11-inch commercial printing, etc.

Advanced Graphic Systems Inc. of Mt. Laurel, N.J., is producing an all-electronic magnetographic engine. The computer signals write the image by charging a magnetic drum.

And many companies, such as Xerox Corp., are producing laser-imaged engines (printers).

Meanwhile, ink-jet printers are being manufactured by a number of firms. Canon U.S.A. Inc., for example, reproduces high-quality color photos with an ink jet.

None of the ion deposition, magnetographic, laser or ink-jet units currently available are adequate for newspaper printing. An all-electronic newspaper imaging engine will require new technology—technology that ANPA believes can and will be developed in the next decade providing proper research-and-development work is undertaken.

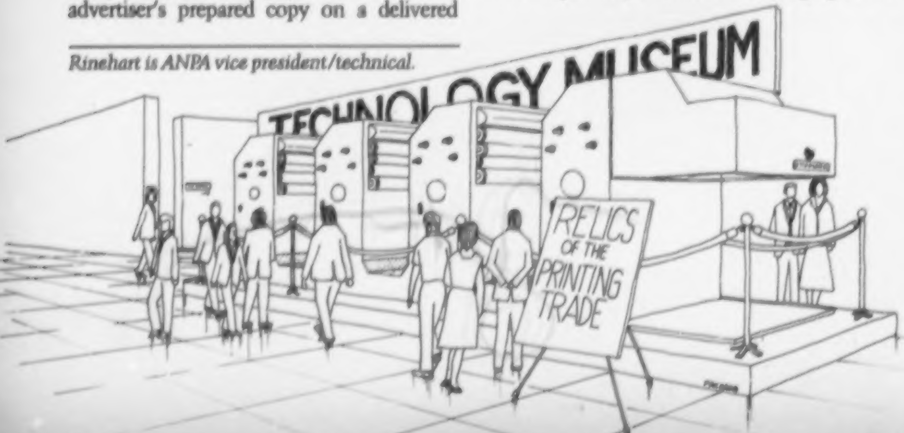
All-electronic newspaper imaging will be made practical because of the development of the erasable laser optical-storage disc.

The new electronic imaging systems will enable newspapers to serve advertisers and readers better by giving newspapers complete flexibility to customize copies.

Undoubtedly, the first electronic imaging will be in the form of add-on units to existing iron presses. As the technology improves, the iron presses will be replaced by the new electronic imaging systems.

The ANPA Technical Committee hopes the current suppliers of the iron presses will start research into all-electronic imaging. It is also hoped they won't fall into the pit that trapped many of the major producers of hot-metal composition equipment: Many of them failed to recognize photo and electronic typesetting, and thus failed to survive. □

Rinehart is ANPA vice president/technical.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'Voice information' offers a relatively low-cost way to dabble in new telecommunications services

BY MARGARET GENOVESE
presstime staff writer

Want to know what's on television today in Tulsa? You could get a copy of the Tulsa World and look it up.

Or you could dial (918) 582-CITY and get the day's TV highlights—plus stock market quotations, sports scores, community events calendars and other recorded information—from CityLine, "a telephone information service of the Tulsa World."

CityLine is one of a broad category of services—generally lumped under the heading of "voice information services"—that offer electronically stored voice information or messages over the telephone. They can be geared to the public, like CityLine, or to interior business operations, like messaging, call handling, telemarketing and transactions.

Although some experts believe there is a coming VIS market for newspapers, right now interest among publishers is "modest," according to Kathleen Criner, ANPA director/telecommunications affairs.

She estimates that only about 12 to 20 newspaper companies currently operate publicly accessible voice information services. Most are looking at them as a "complement" to their papers, Criner says, rather than viewing them as an entirely separate business the way a few years ago they viewed ventures into other electronic information services such as videotex and teletext.

Unlike videotex, these services use the familiar and ubiquitous telephone as the sole device for retrieving information, not costly computer terminals. But like videotex, they are slow to return a profit. Among those newspaper companies willing to talk about the profitability of their ventures, none reported making any money from the services.

Newspapers are "dabbling" in VIS, just as they dabbled in videotex, says Robert M. Johnson, chairman of the ANPA Telecommunications Committee. However, with voice information services, the cost of entry is "considerably less."

Johnson, publisher of Newsday on Long Island, N.Y., speculates that newspapers may be reluctant to jump into VIS, which used to be known as "audiotex" [**presstime**, Oct. 1984, p. 28], for several reasons. First, it involves information provided in audio and not textual form, so they may not consider it an integral part of their businesses. Second, they may have been lulled into a "false sense of 'Nothing is going to happen in this area'" because of the failures in videotex.

Johnson predicts there will be a market for voice information services and, because costs are relatively low, "there will be people learning to make a living" from it.

Newsday, which studied the field for eight months, took over the service providing weather information in New York City on May 1 and is examining public interactive services for possible investment.

It also is considering the opportunities for using VIS internally. "More and more large newspapers that are developing more sophisticated internal telephone systems are beginning to use it," says Johnson.

Only 4 percent of the approximately 475 newspapers responding to an early 1986 survey by the ANPA Telecommunications Committee said they had a voice messaging, or "voice mail," system. However, ANPA's Criner believes more may have purchased such equipment within the past year.

When integrated with a company's own telephone system, she says, such systems are expensive, which may have limited their acceptance. However, she says, costs are coming down, and service bureaus are springing up that will provide a company with internal VIS capability at lower cost. Some independent telephone companies currently provide such services, and the regional Bell operating companies may be unleashed to offer them, too.

The role of the telephone company in VIS services is one on which ANPA is of two minds.

The consent decree governing the breakup of AT&T prohibits AT&T and the BOCs from offering electronic information services.

However, Newsday's Johnson says he has "no doubt" that if the court-imposed restrictions are removed, the BOCs will "get

A fully staffed newsroom—17 employees strong—supports DowPhone.

in (to VIS) as quick as they can." BOC participation will make it hard for others to compete, he says. ANPA has urged retention of the information-services restriction.

On the other hand, ANPA has said that the telephone companies should be allowed to offer some technical services in the voice information services field if they can be offered in a "content neutral" way and with anticompetitive safeguards in place.

"There are some technological things that the telephone companies can do in their networks to facilitate some kinds of voice storage applications," says Uzal H. Martz Jr., chairman of the Telecommunication Committee's Diversity Task Force and president and publisher of the Pottsville, Pa., Republican. "We've already gone on record as supporting applications utilizing network facilities when the telephone companies are not, themselves, involved in the content."

Currently, the VIS industry as a whole is "growing rapidly, but is still quite small," according to Mary Jo Culp, an executive at Pacific Bell and chairman of the Voice Information Services Section of the Information Industry Association.

Culp says LINK Resources, a New York City telecommunications consulting firm, estimated 1986 nationwide revenues from the voice information-services industry at $1.2 billion. However, she says, industry revenues are expected to grow at a compounded annual rate of 27.5 percent per year through 1991, when annual revenues will be $4.1 billion. Almost half of this is projected to come from equipment sales to the industry.

INTERACTIVE MODE. Much newspaper VIS activity has been in establishing so-called interactive services, such as Tulsa's, where callers can choose among a variety of types of information using a touch-tone phone. Dow Jones & Co. was a pioneer in this area with DowPhone.

Operating since January 1984, DowPhone now has a news staff of 17 people who take information produced for other Dow Jones products and edit it for use on the voice information service.

"We are enhancing the service as we go along," says Charles E. Barnes, director of audiotex services.

Other newspapers' services also highlight financial information.

The Tulsa World began offering its CityLine service last August. Initially, it had only StockQuote HotLine, by which a caller at no charge can obtain the current market price of any stock by entering a code for the stock using the telephone keypad.

According to Executive Editor Bob Haring, the newspaper initially figured that it would get about 2,000 calls a day to the stock service, and that it would take a month or two to reach that level. But it hit the target "almost immediately."

There were so many callers getting busy signals that the newspaper quickly increased the number of lines from 14 to 24. It also expanded the types of offerings sooner than anticipated and hired a manager to run the service and sell advertising.

The expansion started in September with sports information. "That took a terrific burden off our sports staff," which typically handled "hundreds" of calls on Friday and Saturday from people looking for sports scores, says Haring. "We put that on CityLine and, boy, the calls to the sports desk just stopped overnight."

The vast majority of the calls are to the stock service, according to Gil R. Swalls, director of CityLine. In January, when the stock market was unusually active, the service logged 120,990 calls. Since then, usage

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CityLine has enabled the Tulsa World to save newsprint by relying on the phone service to provide descriptions of TV shows. It also has resulted in 30-percent fewer stock listings in the paper.

has dropped. The service took 112,867 calls in April.

Ads on the service cost between $100 and $500 a month, depending on the popularity of the particular type of information. Callers can stop the flow of information at any time to move to another information category except when a sponsor's commercial message is being played.

The service has been operating on a "break-even" basis from the beginning, according to Haring. But he says there "clearly" is profit potential in the service. "As the calls build and as the customers learn to use it, I think the potential is there."

The single biggest operating expense is telephone lines, he says. Next is personnel. In addition to Swalls, some World staffers are paid to prepare information for the service. The only other expense is the cost of the Associated Press stock feed.

Swalls says CityLine has enabled the newspaper to save newsprint. It relies on CityLine to provide descriptions of TV shows and now just prints times and titles in its daily TV grid. It also reduced by about 30 percent the stock listings it provides in the newspaper.

CityLine also gives the newspaper a means to provide community service. For example, during a weekend flood, the newspaper made CityLine available to city officials to give the public water level updates and evacuation announcements. It received 8,000 calls in 36 hours, Swalls reports.

The Tulsa paper purchased the equipment for the venture from Brite Voice Systems Inc. of Wichita, a company founded in 1983 by Stanley G. Brannan, who also founded Mycro-Tek, the newspaper front-end system manufacturer.

The equipment includes an interactive voice computer, an operator control terminal, software, a report printer and optional interfaces to the AP stock wire and DowPhone. Brite Voice has sold the equipment in 25 markets, and purchasers include nine newspapers.

Cost depends on the size of the market, with a major variable being how many telephone lines a system operator wants, Brannan says. For a small newspaper, the equipment package starts "in the neighborhood of $31,000." For a market as large as Tulsa, the cost is about $150,000.

The target for each market, Brannan says, is to generate revenues up to two-and-a-half times expenses, "depending on how aggressive they are in their local market." He says he does not know whether any of his company's clients are making a profit.

Not all such services are advertiser-supported. DowPhone charges a subscription fee, as does The Oakland Press in Pontiac, Mich. The Providence Journal Co. will begin offering an interactive service June 1 that will solicit neither advertisers nor subscribers. However, people will have to obtain a copy of the newspaper every day to use the service. A different four-digit access code will be used every day, and that number will only be found in the newspaper.

GROWING PASSIVE PRESENCE. In addition to experimenting with interactive, electronically stored information services, newspapers are expanding their practice of providing the public with passive, recorded messages.

Richard H. Friedman, president of Weatherline Inc., a St. Louis firm that offers a weather-announcement service to newspapers and others, reports his company has about 23 daily newspaper clients, up from 16 in 1984.

These types of announcements are generally free to the caller, and thus return no revenue to the newspaper. But they have other benefits. One is their promotional value. For instance, each caller to the weather, business or sports hotlines operated by the Houston Chronicle hears a pitch to subscribe to the newspaper.

These hotlines also provide a reader service and take the burden of responding to routine calls off the newspaper staff. The Atlanta Journal and The Atlanta Constitu-

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tion offer a sports hotline, in cooperation with a local radio station, because the newspapers have an "implicit contract with our readers to provide them with information that doesn't go into the paper," says Managing Editor Glenn McCutchen. The recording provided by the newspapers is heavy on scores of sports events that occur too late to make their final home editions.

The newspapers have an "ulterior motive," too, in providing the scores; it "courteously" deflects calls that would have gone to the sports department, McCutchen adds.

In some markets, newspapers merely provide the information to other companies, that offer the service at a cost. The Chicago Sun-Times, for example, which once operated its own sports hotline, now cooperates with Phone Programs Inc., a national company that provides passive voice information services to the public as a money making business through special "976" phone lines. The Sun-Times promotes, on a daily basis, the sports and racing services on its agate sports page. In exchange, Phone Programs plugs the paper at the beginning of its recorded announcement.

Unlike the services offered free by some other newspapers, callers to the Sun-Times-affiliated service are charged 25 cents for the calls. The money is split between Phone Programs and the telephone company; the Sun-Times receives no money.

USA Today offers a similar service on a national basis, using AT&T's "900" service. "We like the idea of keeping our readers informed," particularly on weekends when USA Today doesn't publish, says Philip A. Fuhrer, vice president of Gannett New Media, the company's research-and-development division.

The service is offered through a New Jersey company, A.G.Young & Associates, which updates the information every 10 minutes. USA Today sports writers produce some recorded material for the service, which averages 25,000 to 30,000 calls a weekend, according to Fuhrer.

To listen to the two-minute sports recording costs the caller 85 cents. The service begins to make a profit once an AT&T-set minimum of 14,000 calls in a seven-day period is met. "This is not some big money maker, obviously," says Fuhrer. "But if you do enough volume, then, yes, you will generate some money." The profit is split between USA Today and Young.

MESSAGING, CALL HANDLING. Increased efficiency inside the newspaper plant, rather than interaction with the public for profit or promotional gain, is the incentive for several other newspapers involved in VIS technology.

In the advertising department, the services are being used to take messages for the sales staff and to record responses to classified ads [**presstime**, April 1987, p. 22].

In the circulation department, they are being used to route complaints to delivery personnel. For example, the Chicago Tribune has used a voice-mail system in its circulation department since last April. When the department receives a delivery complaint, a circulation employee records the message and places it in the "voice mail" box of the appropriate delivery agent or distributor, who is required to call in at least once an hour to retrieve the recorded messages.

The system has enabled the paper to reduce its call-relay staff from 11 to four. "If you don't need to talk to the person, it's the best way to communicate," says Debra A. Kollins, the Tribune's telecommunications manager.

Another Tribune Co. property, the New York Daily News, uses its four-month-old voice information service in the editorial and advertising departments. The system also is used for call handling. After 8 p.m. and before 8 a.m., it answers the phone, and a recorded message gives callers a selection of departments that they can reach by pressing a number on their touch-tone phones.

Only one newspaper company has gone outside of its own operation to offer such voice information services to other firms. Voice Response Inc., a subsidiary of Lee Enterprises Inc. of Davenport, Iowa, has developed a system capable of handling large numbers of incoming calls simultaneously. For instance, it was used by NBC News during the last presidential election for exit pollsters to report their results.

Initially, Lee had looked into providing passive, recorded announcements in the top 100 U.S. markets using telephone company 976 lines. According to Voice Response President Robert D. Ross, vice president, new ventures, at Lee, it abandoned the idea when some telephone companies declined to provide such lines. According to Ross, fear that the lines would be used for pornographic message services may have scared some of the companies away.

Some telephone companies did decide to provide 976 service, and Lee and Phone Programs Inc. protested the terms under which several are doing so. They have asked the U.S. Department of Justice to investigate whether the rates being charged by those telephone companies violate the terms of the AT&T consent decree because they give the telephone companies a financial stake in the information being provided over their transmission lines.

That problem notwithstanding, Ross remains a big believer in VIS. "The applications are endless," he says. ☐

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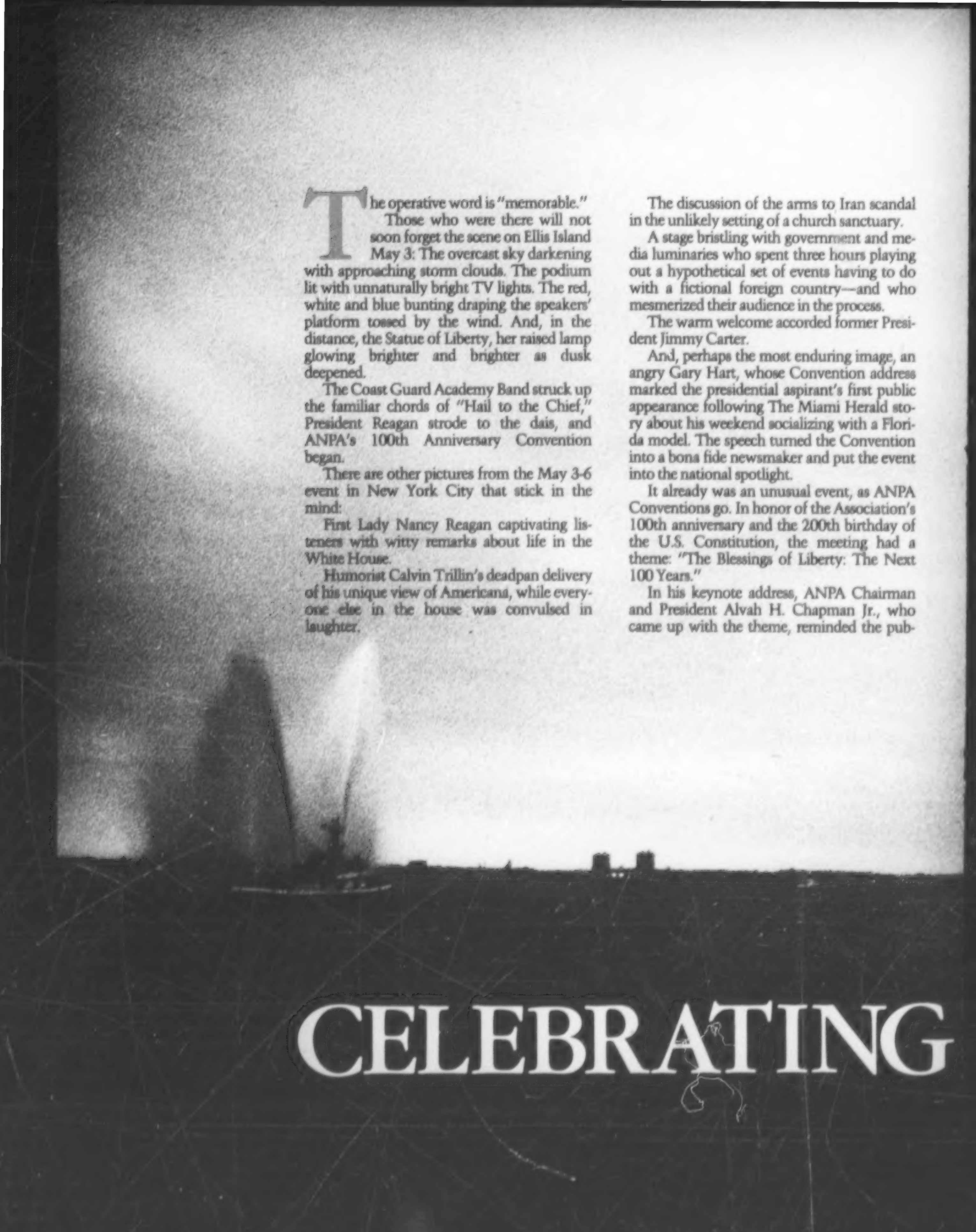

The operative word is "memorable."

Those who were there will not soon forget the scene on Ellis Island May 3: The overcast sky darkening with approaching storm clouds. The podium lit with unnaturally bright TV lights. The red, white and blue bunting draping the speakers' platform tossed by the wind. And, in the distance, the Statue of Liberty, her raised lamp glowing brighter and brighter as dusk deepened.

The Coast Guard Academy Band struck up the familiar chords of "Hail to the Chief," President Reagan strode to the dais, and ANPA's 100th Anniversary Convention began.

There are other pictures from the May 3-6 event in New York City that stick in the mind:

First Lady Nancy Reagan captivating listeners with witty remarks about life in the White House.

Humorist Calvin Trillin's deadpan delivery of his unique view of Americana, while everyone else in the house was convulsed in laughter.

The discussion of the arms to Iran scandal in the unlikely setting of a church sanctuary.

A stage bristling with government and media luminaries who spent three hours playing out a hypothetical set of events having to do with a fictional foreign country—and who mesmerized their audience in the process.

The warm welcome accorded former President Jimmy Carter.

And, perhaps the most enduring image, an angry Gary Hart, whose Convention address marked the presidential aspirant's first public appearance following The Miami Herald story about his weekend socializing with a Florida model. The speech turned the Convention into a bona fide newsmaker and put the event into the national spotlight.

It already was an unusual event, as ANPA Conventions go. In honor of the Association's 100th anniversary and the 200th birthday of the U.S. Constitution, the meeting had a theme: "The Blessings of Liberty: The Next 100 Years."

In his keynote address, ANPA Chairman and President Alvah H. Chapman Jr., who came up with the theme, reminded the pub-

CELEBRATING

lishers of their "awesome responsibility of providing Americans with the information needed to understand and preserve the constitutional republic and the individual freedoms which underlie it."

Because of the Convention's celebration of both events, the usual nuts-and-bolts topics gave way in large measure to philosophical discussion about past and future.

A multimedia slide presentation that preceded Chapman's remarks traced, in tandem, much of the history of the United States and of the nation's newspapers. A panel on the future split over whether the next century would see the end to humanity's problems, but one panelist said a free press and informed citizenry would continue to be key to the country's survival.

However, the Convention also aired some of the industry's leading concerns: the need for a greater minority presence in the workforce, the problem of drugs in the workplace, and the future of newspaper advertising and of retailing.

Appropriately, the 100th anniversary of ANPA's founding was observed in the city where the Association had its headquarters for its first 85 years.

The scene of numerous ANPA gatherings, The Waldorf-Astoria proved equal to the task of hosting the Convention's record-setting 3,038 registrants. The total exceeded by 150 the previous record set in 1983, also in New York City.

Outside the friendly environs of the Waldorf was another story. Although the calendar said early May, the weather was more like early March. But most attendees appeared to take the inconveniences caused by rain and chilly temperatures with good humor.

As they left New York, some may have been looking forward to next year's Convention in Honolulu. And while that meeting surely will offer warmer weather, it will have to go a long way to provide as many memories. ☐

Wendy J. Workman

OUR LIBERTY

Photo by Maurice [illegible]

C. David Rambo

President Reagan praises the media, but also criticizes a lack of "perspective" in reporting on the contras.

DAY ONE—SUNDAY
The President on Ellis Island

A Plea for Democracy

With the Statue of Liberty in the background, the decrepit shells of former immigrant-processing buildings in front and the soaring towers of lower Manhattan to the side, President Reagan opened ANPA's four-day 100th Anniversary Convention on historic Ellis Island with a strong plea for support of democracy in Central America, particularly in Nicaragua.

The President reached out to find common cause with the press as he addressed the 1,800 newspaper executives and their families, but he also chided them for what he described as a lack of "perspective" on reports concerning the Nicaraguan rebels, or contras.

"I can't help but note that in the new democracy of El Salvador, Communist-supported guerrillas continue to try to bring down democratic rule, and there is little or no media attention," he said. "Yet, just across a border in Nicaragua, the freedom fighters battle against a totalitarian Communist regime and are assailed far and wide as lawless terrorists or worse. Forgive me, but the story needs perspective."

Delivered two days before congressional hearings began in Washington, D.C., into the Iran-contra affair, Reagan's address spelled out his three-part Central America policy composed of additional economic assistance to the democracies of Costa Rica, El Salvador, Guatemala and Honduras; diplomatic efforts "to achieve a lasting peace" in the region; and continued support for the contras.

Hatless, but in a raincoat buttoned to the top, the President delivered his speech in chilly temperatures and under threatening skies. He received standing ovations at the beginning and end, but the 23-minute address was not interrupted by applause.

There were some laughs, however. One came when Reagan, after reciting the popular Jefferson quote about preferring newspapers without a government over a government without newspapers, added: "Of course, Jefferson said that before he became President."

Before launching into the Central America issue, the President praised the press as "guardians of our liberty" and gave his view of the often prickly relationship between the press and government. "The fact is," he said, "if those of us in government and the press sometimes think of ourselves as antagonists, it's only in the context of transitory events, the rush of daily business that can obscure for us a deeper truth—that we are two complementary institutions, each drawing life and strength from the other and that together we hold the sacred trust of democratic government and freedom."

Despite the threatening weather, the famed Reagan luck held in the open-air ceremony. The protective awning that had covered the speakers' platform had been removed earlier in the afternoon when the skies briefly brightened. But the rain that had begun falling as ANPA Chairman and President Alvah H. Chapman Jr. introduced the President shortly before 5 p.m. ended one minute into the Reagan speech. And it held off until only a minute or two after he finished.

Then the downpour began, turning parts of the island into a quagmire. The President, however, already was in his car headed off the island over a construction bridge that links the island with the New Jersey mainland.

For everyone else, the wait for ferryboats to return to Manhattan had just begun. ☐

At left: Kathy Irwin (left) and Mary Cay Dietz, fiancees of newspaper brokers Owen Van Essen and Lee E. Dirks, respectively, enjoy the scenic ride.

Photo by Maurice Fliess

Margaret Genovese

Convention Arrangements Committee Chairman David Laventhol (right) and New York Mayor Edward I. Koch chat before the President's arrival.

Boarding an ANPA bus at the Waldorf-Astoria bound for departing ferries are the "dean" of former ANPA chairmen, William Dwight, and his wife, Dorothy.

Mr. and Mrs. Robert M. White II of the Mexico (Mo.) Ledger receive umbrellas that Knight-Ridder Inc. distributed to people boarding the ferries.

By the Boatloads, They Came To Ellis Island

For many, Ellis Island in New York's harbor simply had been a place read about in history books or novels. For others, it was the gateway for their ancestors starting a new life in America generations ago.

For everyone on Convention Day One, the 27-acre parcel that has been virtually deserted for the past 33 years again was the site of a historic event: President Ronald Reagan's addressing the ANPA membership on the Association's 100th anniversary.

Although about 200 people were unable to obtain passage when the Secret Service sealed off the island and halted further boat service, some 1,800 newspaper executives, their families and guests were ferried from Battery Park to the island and back.

Photos by Margaret Genovese, Maurice Fliess, Wendy J. Workman and C. David Rambo

The first of three ferries donated by the Circle Line prepares to depart Battery Park, as a queue forms for the next voyage.

MISS LIBERTY
Circle Line Statue of Libe
CIRCLE

The 15-minute boat ride abounds with picturesque views of the Manhattan skyline.

Immediately after coming ashore, visitors are led through metal detectors, and uniformed White House security agents inspect handbags.

The crowd waits under a darkening sky for the President's arrival, while behind them were tents set up for a reception before and after the ceremonies. Ultimately, the tents provided needed shelter from the downpour that came immediately after the President's talk.

Taking refuge under a large umbrella are (from left) Jane Marcil of The Forum, Fargo, N.D., and Mary Ann and Charles S. Rowe of The Free Lance-Star, Fredericksburg, Va.

A U.S. Coast Guard Academy Band member sets a patriotic tone for the event.

Crew members of a fireboat that ended the festivities by shooting jets of red, white and blue water into the air are in an exuberant mood that turned to embarrassment when their vessel became grounded in the Ellis Island boat slip. This delayed the ferries 55 minutes in transporting visitors back to Manhattan.

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DAY TWO—MONDAY
Recalling blessings of liberty
A visit by the First Lady
Controversial drug issues
The need to hire minorities

Newspapers and Liberty Go Hand in Hand

Like the Convention itself, the keynote address of ANPA Chairman and President Alvah H. Chapman Jr. was dramatically different from those of the past.

For this was a Convention with a theme, "The Blessings of Liberty: The Next 100 Years," and at no time was it hammered home more strongly or consistently than in his 14-minute keynote speech—only about a quarter of which was devoted to the usual recounting of Association activities.

Chapman, chairman and chief executive officer of Knight-Ridder Inc., dwelled mostly on the historic relationships between press and governments and stressed "the unique nature of our freedom and the special duty newspaper people have to help exercise and safeguard our constitutional liberties."

The Convention theme, he said, is "worthy of where we are—200 years into our constitutional republic—and who we are—newspaper publishers with the awesome responsibility of providing Americans with the information needed to understand and preserve the constitutional republic and the individual freedoms which underlie it."

Liberty in America is not in jeopardy today, he said, but it is threatened by concerns he labeled "poverty, proximity and posterity."

Although there is more affluence in the United States today, there also is more poverty, he said, and for those in poverty "the blessings of liberty are a dicey proposition at best."

The fact that only 35 percent of the world's population enjoy democratic freedoms, and the proximity to the United States of "one of the world's most brutal dictatorships" (Cuba), constitute another threat, Chapman said. "If self-government, democracy and personal freedoms are lost, most of the people on this planet wouldn't miss them because they haven't had them."

Posterity is a concern, he said, because 1 million immigrants a year are entering the United States, and most are from Third World countries with no history of democratic freedoms. Because of that, and because of the illiteracy problem in this country, he said, "we cannot assume that generations in a changing America will both understand and appreciate the responsibilities of informed citizenship on which the blessings of liberty are founded."

Addressing nuts-and-bolts newspaper issues, Chapman said several ANPA projects accomplished or begun in the past year "have left some sound foundations" for the future. These include:

- A new commitment to increasing minority employment at newspapers
- Raising the literacy project to "equal billing" with the Newspaper in Education program at ANPA Foundation
- A new emphasis on circulation and readership concerns
- Increased ANPA participation in the media-advertising campaign for a "drug-free America"
- Efforts before Congress and the courts "to prevent mistaken notions from becoming laws," particularly in the areas of taxes, telecommunications and advertising bans
- Helping the Audit Bureau of Circulations improve its operations.

Chapman is the first ANPA elected head to serve under the Association's new procedures that limit the term of chairman and president to one year. So this was both his first and his last Convention keynote speech.

The stage was set for his talk by a 15-minute ANPA multimedia presentation highlighting 200 years of life under the U.S. Constitution and 100 years of ANPA and newspapering, ending with a crescendo of music and flashing lights. □

At left: Rain and gridlock accompany Convention-goers walking from St. Bartholomew's.

Photo by Maurice Fliess

Margaret Genovese

Roy H. Park of Park Communications Inc. leaves the registration area loaded down with Convention materials.

Margaret Genovese

Chapman delivers keynote address.

William J. Keating, new AP board chairman

AP Technology, Staffing Advance As Membership Grows

The Associated Press has a new chairman and a membership that includes 1,373 U.S. daily newspapers—161 more than two years ago.

William J. Keating, president of the Detroit Newspaper Agency and a former congressman from Ohio, was elected by the AP Board of Directors to succeed the retiring Frank Batten, chairman of Landmark Communications Inc. of Norfolk, Va. Batten had been AP chairman for five years and a board member for 12. He said AP had replaced a former image of smugness and secrecy with one of service.

Of the recent spurt in membership, President and General Manager Louis D. Boccardi told the AP annual meeting that growth was especially pronounced among smaller papers. "Of the 36 newspapers that came aboard last year," Boccardi said, "34 had circulations of 21,000 or less."

Boccardi announced that this fall the AP will set up a new high-speed graphics network allowing newspapers to receive AP graphics directly into Macintosh computers. The graphics will be delivered in one to three minutes, compared with today's 10-minute LaserPhoto transmissions, he said.

Newspapers that do not have Macintosh computers will continue to receive graphics through the LaserPhoto system.

AP also will introduce an electronic picture system that will deliver a photograph in a minute or less, compared with current 10-minute speed, Boccardi announced. The system will be ready for delivery into newsrooms within a year, he said.

The electronic photo transmission, already installed in AP's offices in New York City and Chicago, allows pictures to be stored in a computer or "electronic darkroom."

Before this storing capability became available, a newspaper wanting a certain picture was required to have its circuits open at the time the picture was transmitted.

In addition, AP this year will be adding at least 15 reporters to state bureaus, Boccardi said.

Members elected two new directors and five incumbents to the AP board. Terms are normally for three years. One new director, David R. Bradley Jr., editor and president of the News-Press & Gazette, St. Joseph, Mo., will serve the remaining two years of the term of Robert C. Achorn, who is retiring as publisher of the Worcester (Mass.) Telegram and Evening Gazette.

Ruth S. Holmberg, publisher of The Chattanooga Times, replaced Batten, who chose not to run for another term.

Re-elected were James K. Batten, president, Knight-Ridder Inc.; Tom Johnson, publisher, Los Angeles Times; J. Stewart Bryan III, publisher, Richmond (Va.) Times-Dispatch and The Richmond News Leader; Joe D. Smith Jr., president, Alexandria (La.) Daily Town Talk; and John O. Emmerich Jr., publisher, The Greenwood (Miss.) Commonwealth. ☐

Scrutinizing the Press and President Against Iran-Contra Backdrop

On the eve of congressional hearings into the Iran-contra affair, the Associated Press sponsored a discussion on the issue.

Although the session focused on the findings of the presidentially appointed Tower Commission regarding the performance of the President and his National Security Council staff, it branched off at one point into a critical appraisal of the performance of the press.

When AP President and General Manager Louis D. Boccardi asked whether there were any lessons for the press in the matter, political science professor James David Barber responded in the affirmative.

"We're revealing six years or more into this presidency that a President who has continually come on as independent, in charge and factual . . . is none of the above," the Duke University professor said. "Where have we been all that time, and where were we when we chose that President or chose some of these other Presidents in the past who haven't done so well? "

The press should pay less attention to presidential candidates "diddling around in New Hampshire" and more attention to their qualifications for the office, he said. "That's what's important. It's not judging Ronald Reagan as whether he is a good person or a bad person, that's up to St. Peter."

The religious reference was appropriate, moderator Boccardi observed from his seat in St. Bartholomew's Church, site of the discussion on "Aftermath: Conversation on the Tower Commission."

Other participants were former U.S. Sen. Edmund S. Muskie, a member of the Tower Commission; Larry Speakes, former spokesman for the Reagan White House; and W. Clark McFadden, Tower Commission counsel.

Although he disagreed with Barber's character-

AP Associ
TOMLINSON
BATTEN
BARBER
MUSKIE

C. David Rambo

Analyzing Tower Commission findings are (from left, front row) Barber, Muskie, Boccardi, Speakes and McFadden. To the rear are AP's James F. Tomlinson and outgoing AP Board Chairman Frank Batten.

ization of Reagan, Speakes agreed there is a "basic problem" with the way Presidents are chosen. The problem, he added, has been "exacerbated" by the addition of the "Super Tuesday" primary elections. The public will get only "the briefest glimpse" of the candidates in Iowa and New Hampshire before "Super Tuesday," when two-thirds of nominating convention delegates will be chosen.

"The ball game is all but over at that point," Speakes continued. "The press is not adequate, no matter how many reporters you've got and how many more you will add to your statehouses . . . to give the public a fair assessment of these presidential candidates." Although the media are "struggling mightily" to find a better way of political and campaign coverage, reform of the primary system is necessary, he said.

Muskie concurred that the system for electing Presidents is "lousy." However, he said the press can do a "great deal" by "setting the standard for evaluating candidates."

"I suspect, I hope at least, that after this particular incident (Iran-contra) is behind us that the public will understand the importance of knowing whether or not we are electing a President who can handle the system and manage and govern and build policy that the people can support," he said.

With regard to press coverage of the Tower Commission report, Muskie said: "It is the first time in my whole political life that something with which I was involved was not criticized by somebody." ☐

First Lady Shows Humor, Grace

Nancy Reagan offered an at-times lighthearted view of her role as first lady in an address at the Associated Press annual luncheon.

With a quip typical of those punctuating her remarks, she brushed off reports of her being "power hungry": "This morning, I had planned to clear up U.S.-Soviet differences on intermediate range nuclear missiles. But I decided to clean out Ronnie's sock drawer instead."

On a more serious note, the first lady said she sees her role as "another means to keep a President from being isolated. I talk to people. They tell me things. They pass along ideas. And sure I tell my husband. And if something is about to become a problem or fall between the cracks, I'm not above calling a staff person and asking about it."

She said her most important role is that of wife. The President is "an individual with human needs" and "a flesh-and-blood person who must deal with the pressures of holding the most powerful position on Earth. . . . I make no apologies for looking out for his personal and political welfare."

She also said she decided to focus attention on "something that really mattered"—drug abuse among young people. She has visited 60 cities in 31 states and seven foreign countries to heighten awareness of the problem.

Regarding the intense press coverage of the first

Nancy Reagan makes no apologies for looking out for her husband's personal and political welfare.

Wendy J. Workman

family, she said some of the stories are "amusing. Some are maddening. Some hurt. What I've learned is that you may never stop being hurt by stories, but you do stop being surprised when they appear."

In a question-and-answer session, Reagan was asked how she rates newspaper and television coverage of her husband's presidency. Almost sheepishly she said it is "sometimes good, sometimes bad." Then she put up her hands and shrugged.

Asked what kind of a person she would like to see succeed her husband, the first lady allowed as how Ronald Reagan will be "a hard act to follow. I'd like him to be someone like my husband, I guess." ☐

The American Way of Life According to Calvin Trillin

Margaret Genovese

Trillin says he was responsible for a Buffalo mayoral candidate's slogan: "Never Been Indicted."

Dryly and without once cracking a smile, syndicated columnist Calvin M. Trillin entertained the opening session with "A Humorist's View of America and Americans."

Having traveled around the country for 15 years and reported on his findings for The New Yorker magazine, Trillin said he believes the United States may be broken down into two basic regions: the area that had major league baseball before the Second World War, which he called the "*ancien* United States," and "the expansion team United States."

Under Trillin's method of regionalization, St. Louis is "the last Eastern city . . . the last with European ethnic neighborhoods. It's the last place where the waiter in an Italian restaurant is likely to have a name like 'Vinny' or 'Sal' instead of a name like 'Duane.' If you're in an Italian restaurant with a waiter named 'Duane,' you're in the 'expansion team United States.'"

He also used a St. Louis example in poking fun at slogans of cities, states and politicians. "St. Louis is not the 'Gateway to the West' but the 'Exit from the East,'" he asserted.

A native of Kansas City, Mo., Trillin lamented the fact that his hometown surrendered its motto of "Heart of America" when the admission of Alaska and Hawaii to statehood shifted the geographical center of the United States. Kansas City remains the geographical center, he noted, "when you don't count Alaska and Hawaii, which I never counted and don't intend to." Nonetheless, he said with regret, Kansas City now calls itself the "City of Fountains."

Likewise, he suggested that Oklahoma rethink its all-too-modest motto, "Oklahoma is O.K." And he said he was responsible for a slogan for a mayoral candidate in Buffalo, "'Never Been Indicted.' Until the Ed Meese confirmation hearings, I didn't know anybody could use it to become attorney general."

As the grandson of four immigrants, the columnist observed that people once boasted if their ancestors reached America "on the Mayflower or something. But that was when American history was mainly celebrating many things rather than lamenting the atrocities that we've all committed. . . . Now there's tremendous advantage to being from immigrant stock, because my family had nothing to do with snookering the Indians out of anything. We did not slaughter any buffalos. My family has its faults, but when it comes to rapacious 19th century American capitalism, my family's hands are clean." ☐

Some Notable Convention Quotes

"'America, The Beautiful' will not have reality until we publishers do our part to insure that 'our alabaster cities gleam . . . undimmed by human tears.'"

—ANPA Chairman and President Alvah H. Chapman Jr.

"The National Security Council system is built to permit (Presidents) to put their own stamp upon our national security. . . . But basically it requires that they take charge. This President did not take charge, in this case. More than that, those under him did not fill the gap created by his failure to take charge."

—Edmund S. Muskie Tower Commission member and former secretary of state

"An eighth-grade Japanese student knows more mathematics than MBAs in the United States."

—Richard D. Lamm former governor of Colorado

"Within 15 years, old age will become a thing of the past. I don't know what will kill people."

—Michael Hooker, chancellor, University of Maryland, Baltimore campus

"Three people will die by tonight from cocaine. . . . Five years ago it was three a month."

—Peter B. Bensinger, former head of the Drug Enforcement Administration

"Make no mistake about it—drug testing in the workplace is investigative. It is search and seizure, as every federal and state court that has considered the issue has held."

—Allan Adler, legal counsel, American Civil Liberties Union

"Did I make a mistake by putting myself in circumstances that could be misconstrued? Of course I did. That goes without saying. Did I do anything immoral? I absolutely did not."

—former Sen. Gary Hart

"I would like to point out that it seems to me the issue is not The Miami Herald; it's Gary Hart's judgment."

—Richard G. Capen Jr., publisher, The Miami Herald

"I have a feeling I'm not going to make any news here today."

—Sen. Robert Dole

"This morning, I had planned to clear up U.S.-Soviet differences on intermediate-range nuclear missiles. But I decided to clean out Ronnie's sock drawer instead."

—Nancy Reagan

"I'd send him to Bulgaria."

—former UN Ambassador Jeane J. Kirkpatrick, on what she would do as President if a member of her administration leaked politically sensitive information to the press

"There's a tremendous advantage to being from immigrant stock, because my family had nothing to do with snookering the Indians out of anything."

—syndicated columnist Calvin M. Trillin

"Ladies and gentlemen, I'm sorry to announce that due to inclement weather, the Ellis Island ferry has been cancelled. Please make other arrangements."

—anonymous person stuck in the tunnel leading to the Ellis Island dock where the ferryboats could not go because the fireboat had run aground

"OK, Italians on the left, Poles on the right."

—another anonymous person in the tunnel

"You can get your 'I Escaped Ellis Island' T-shirts right after the meeting."

—Chapman

The wait for the ferryboats "did give some of us at least the possibility of replicating the experience of some of our ancestors—the 'huddled masses' part."

—David Laventhol, chairman, Convention Arrangements Committee

C. David Rambo

A New York Fire Department fireboat puts on a patriotic demonstration to conclude the Ellis Island ceremonies. But moments later the vessel would run aground in the island's boat slip—delaying Convention-goers from their return to Manhattan.

C. David Rambo

Monte I. Trammer, publisher of The Saratogian of Saratoga Springs, N.Y., and his wife, Hilda, enjoy a private viewing of works at the Metropolitan Museum of Art. The reception was sponsored by The New York Times Co.

MORGAN
WILLARD

C. David Rambe

Morgan says reports of U.S. drug abuse are overstated, as fellow panelists (from left) Adler, Bensinger and Willard listen.

Experts Debate Merits Of Workplace Drug Testing

Newspaper publishers heard four panelists give sharply contradictory advice about drug testing and drugs in the workplace in a spirited 90-minute debate about alcohol, marijuana, cocaine, crack and other drugs.

Allan Adler, legal counsel for the American Civil Liberties Union, sharply opposed drug testing by employers.

"Make no mistake about it," he said. "Drug testing in the workplace is investigative. It is search and seizure, as every federal and state court that has considered the issue has held.

"The administration's efforts to deputize employees to serve as surrogates for law-enforcement officials, to use techniques that the Constitution and other legal restrictions would not permit . . . is nothing more than criminal law enforcement in disguise as a health and safety campaign."

Adler said he has been involved with five or six people who have lost their jobs because of "preposterous actions" by laboratories and individual testers who did not know what they were doing.

"The landscape is already littered with bodies of people who have been fired because of inappropriate application of drug testing and because of technical failure problems and false positive results," he said.

Richard K. Willard, an assistant U. S. attorney general who drafted the Reagan administration's drug-testing proposals, said private industry, not the government, has led the way in the area of drug testing. "It wasn't the Reagan administration that made The New York Times start drug testing applicants for its employ, or numerous other large and small businesses around the country," he said.

Willard said "drug using employees are a third less productive, have three or four times more on-the-job accidents, and two and a half times more absenteeism" than other workers.

Responding to a question about whether crack, a cocaine derivative, is less "seductive" than alcohol, Peter B. Bensinger, former head of the Drug Enforcement Administration, said "if I were a publisher, I would post a written statement" warning employees not to bring drugs to work or to work under the influence of alcohol.

Further, said Bensinger, president of Bensinger DuPont & Associates, Chicago, he would warn employees that any drug-related arrest off-duty may spark further investigation by the company.

Bensinger said the use of marijuana has decreased in this country in recent years, but the marijuana now being smoked by an estimated 18 million persons at least once a month is "six to eight times more powerful than it was 10 years ago."

As for cocaine, Bensinger said, "Three people will die by tonight from (overdose of) cocaine. Five years ago it was three a month."

Bensinger said there are 6 million people using cocaine at least once a month, a 38-percent increase over the past two years. He said the number using "pills" is about stable, and there are 9 to 12 million people in this country with the disease of alcoholism.

On the other hand, the director of the pharmacology department at the City University of New York Medical School said reports of drug abuse in the United States have been largely overstated. Dr. John P. Morgan said that only a small minority of drug (including alcohol) users abuse the practice.

"By most measures of use," said Morgan, "the American problem of drug abuse has significantly diminished in the last few years, although I despair of convincing people of that because of the passion we're feeling and the fear that has been induced about drug use and abuse."

Morgan said it is essential to distinguish between drug use and abuse. He said that most people, as when using alcohol, can consume and not abuse other drugs as well.

In a question-and-answer period, Charles W. Utter, co-publisher of The Westerly (R.I.) Sun, noted alcohol is a drug and asked how many present "right now would like to take a blood alcohol test—and pass it?" □

Minority Hiring: 'We Haven't Really Tried That Hard'

C. David Rambo

Events make big headlines at the centennial Convention.

A member of the U.S. Civil Rights Commission suggested steps newspapers can take to increase the "outrageous" 6.56-percent minority employment level in the newsrooms of U.S. dailies.

Newspapers should continue to support efforts to educate and train minorities, including programs aimed at young people who have not yet chosen newspapering as a career, Mary Frances Berry told the session on "Minorities in Our Industry."

Executives also should make sure their papers have and are following an affirmative action plan, she said.

Berry advised them to pay attention not just to hiring but also to promotions—the basis of many discrimination suits. She referred specifically to the recent case in which a federal District Court jury found the New York Daily News discriminated against four black editorial employees by giving them fewer promotions and lower salaries than white journalists with comparable records.

Such suits "should not be necessary," the commissioner said. "One-third of the readership of that paper is black, and if you add Hispanics and Asian Americans, what we are talking about . . . is real insensitivity to clientele."

The session also heard from the heads of two training programs for minorities: Charles A. Martin, president and chief executive officer of the Institute for Journalism Education at the University of California at Berkeley, and William J. Elliott, executive vice president of Leadership Education And Development, or LEAD, of Montclair, N.J.

A trio of newspaper executives responded to the speakers' remarks.

Martin applauded the ANPA Board of Directors for adopting a resolution at its May 2 meeting to expand "plans and strategies that encourage and aid newspapers to recruit, develop, promote and retain minority personnel." He called it a "major move" on ANPA's part. (See story, p. 84.)

Martin said IJE has suggested a "blueprint" for action by the newspaper business. He focused on two parts of the plan—management accountability, and education and development.

Managers must be given training to manage a diverse workforce as well as incentives so they will "feel the need to demonstrate the commitment to equity, parity and diversity," he said.

In the area of education and training, Martin cited several programs for minority high-school students sponsored by IJE and major newspaper companies, calling them "significant models."

Elliott provided information on LEAD, a national program to interest minority high school students in business careers.

In other advice to the newspaper executives on minority personnel practices, Berry of the Civil Rights Commission said if newspapers "make a mistake" in hiring a minority staffer, they should remember that hiring mistakes can happen with almost anybody. "It's not just black folks who turn out not to turn out," she said. "Other people do, too."

She advised the newspaper executives to "supervise people, keep good records" on their employees and "get rid of them if they don't do a good job—whatever color they are."

She said minority reporters provide a different "angle of vision," but she urged that they not be "ghettoized" in their areas of coverage. "Some black reporters say to me on whatever newspaper they are working on (that) they either have to work only on black issues or don't work on any black issues."

Although she said there "probably" will be improvements in the status of minorities in journalism and other professions, Berry said she was not sure the newspaper business will meet the goal set by American Society of Newspaper Editors: that U.S. newspaper newsrooms have minority representation proportionate to the population by the turn of the century. "I'm sort of worried about that."

Loren F. Ghiglione, chairman of the industry-wide Task Force on Minorities in the Newspaper Business and a member of the Convention panel of responding newspaper executives, said he was "a little bit optimistic and upbeat about" the minority employment picture.

"No one is putting out a paper so small that there are not minorities who want to work for your paper," said Ghiglione, editor and publisher of The News in Southbridge, Mass. He said three of his paper's nine news staffers are minorities.

The publisher who insists on an active minority-hiring process will wind up with a diverse workforce, he said. "I almost think it is that simple. It's just that we haven't really tried very hard. We haven't connected it with the profitability of our businesses." ☐

C. David Rambo

Martin (left), moderator Albert E. Fitzpatrick (right), director of minority affairs for Knight-Ridder Inc., and Elliott confer after panel discussion.

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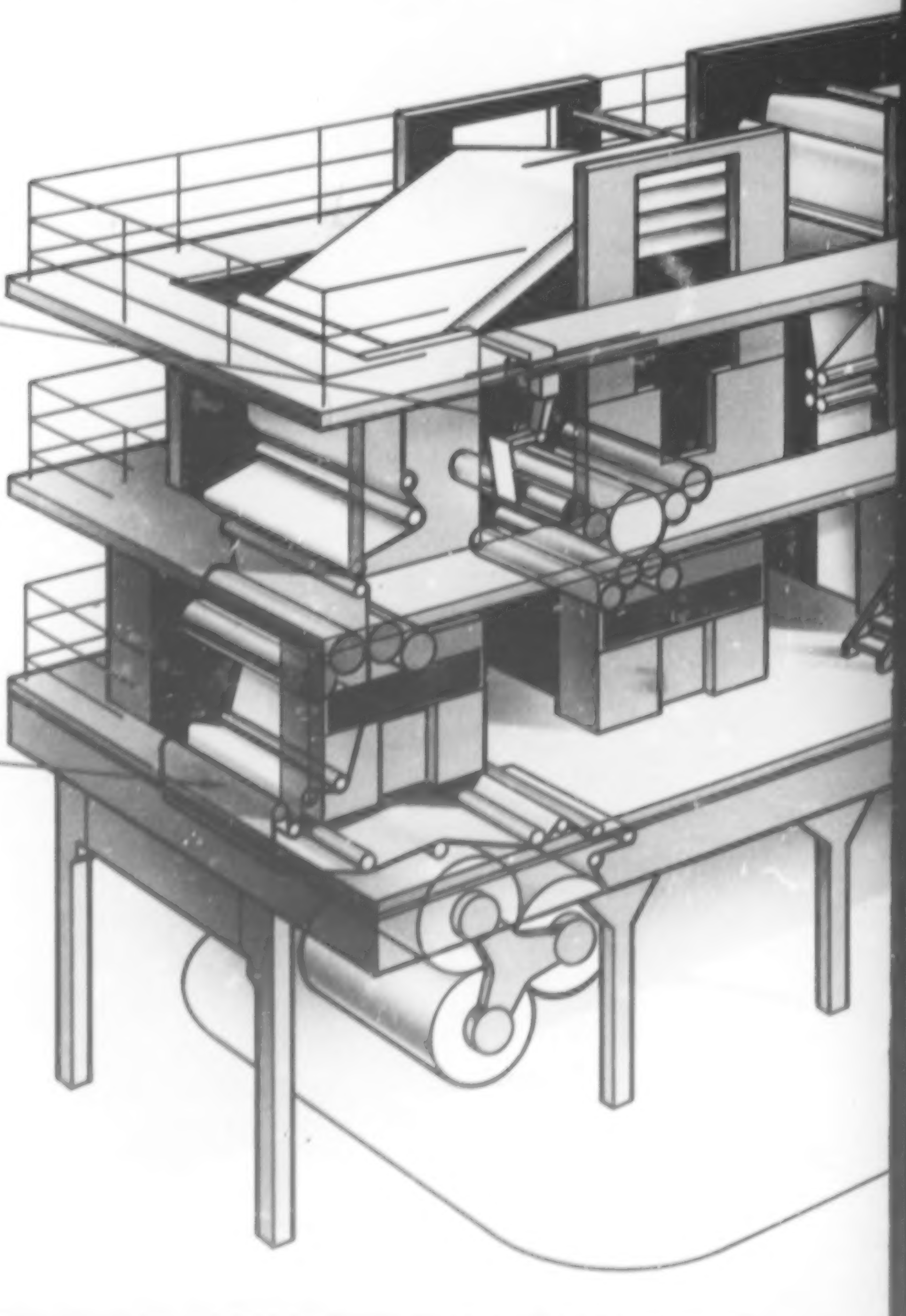

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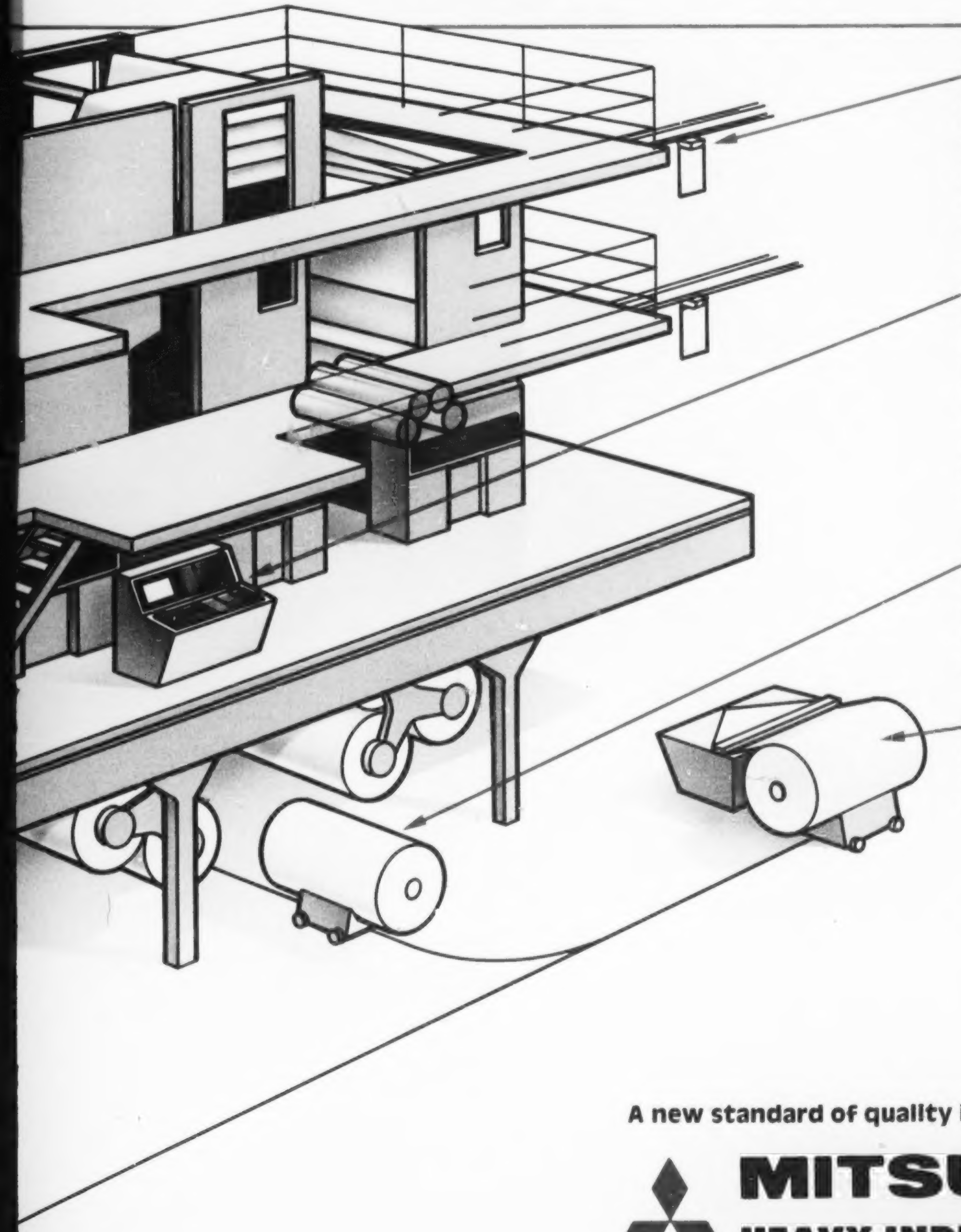

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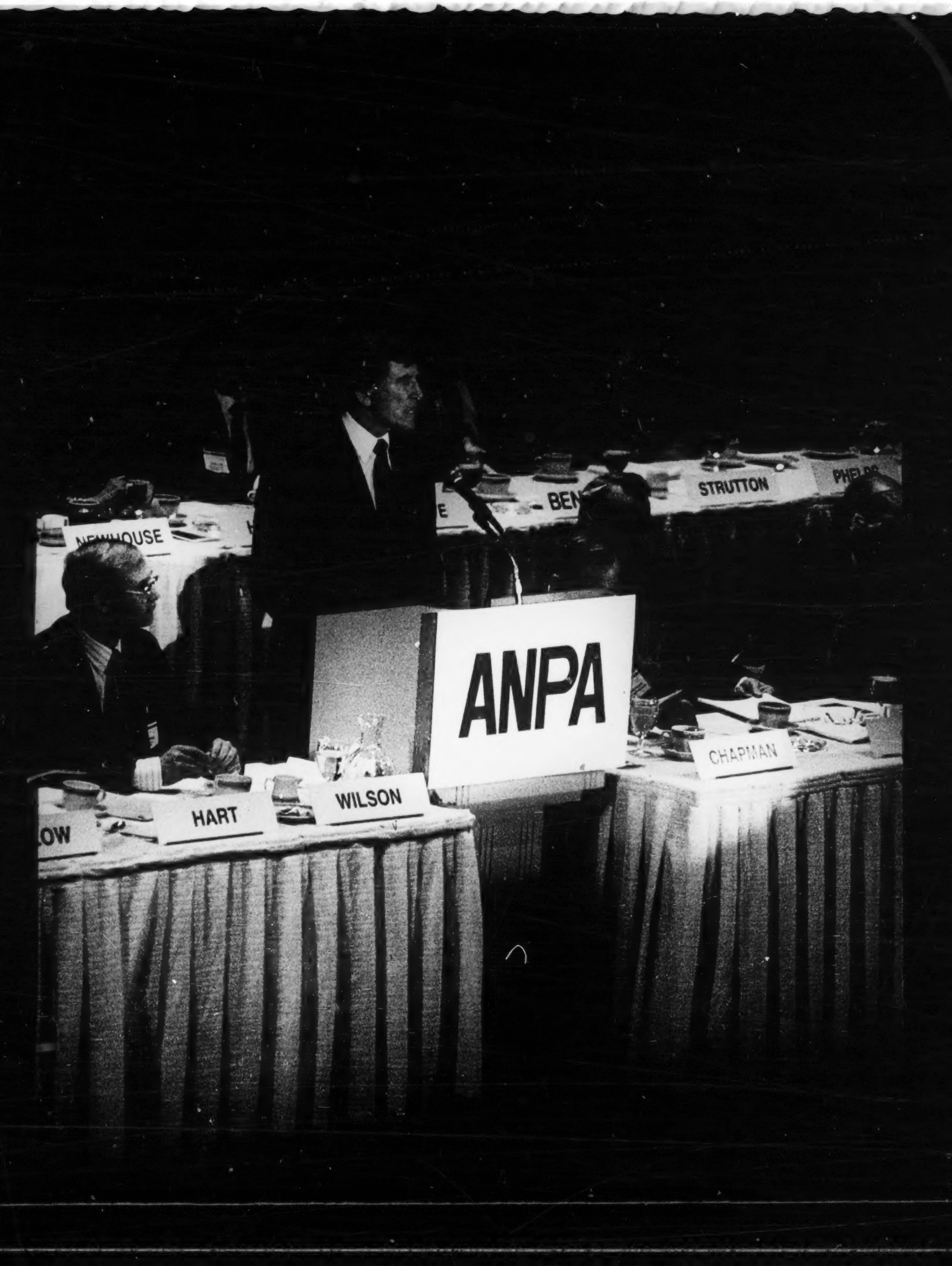

NEWHOUSE
STRUTTON
ANPA
CHAPMAN
HART
WILSON

C. David Rambo

The press mobs Political Editor Tom Fiedler as he responds to Hart's allegations that The Miami Herald was guilty of shoddy journalism.

DAY THREE—TUESDAY
Hart (and Dole) meeting the press
A peek into the future
Future of Advertising update
What retailers want from newspapers

The Saga of a Candidate On His Way Out

One of the most memorable moments of all ANPA Conventions came when presidential candidate Gary Hart made his first public appearance after The Miami Herald broke the story about his socializing with a Florida model.

Hart's impassioned defense of his conduct was coupled with stinging criticism of the Herald's "misleading and false story that hurt my family and other innocent people and reflected badly on my character."

This prompted a dramatic confrontation with Herald Publisher Richard G. Capen Jr., who rose during the question-and-answer period to rebut Hart's charges. And while Hart was still speaking, Herald Political Editor Tom Fiedler mounted his own counterattack before microphones and cameras outside the Waldorf's Grand Ballroom.

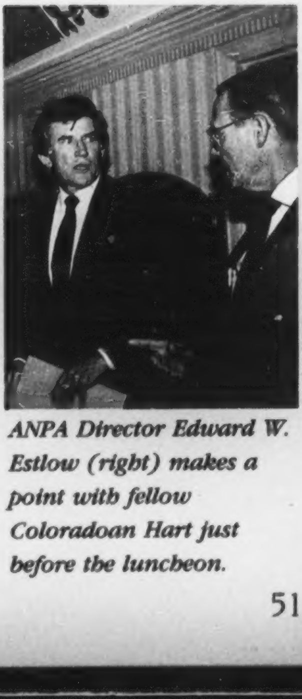
With Hart's early-afternoon speech being televised live by NBC News and Cable News Network, the event gripped the nation as much as it did the more than 2,000 newspaper executives, guests and working press who jammed the room to be eyewitnesses to history. It was the first time in modern presidential politics that a leading candidate had ever been called upon to account for the possibility of an extramarital affair.

Hart admitted making a mistake "by putting myself in circumstances that could be misconstrued," but he denied doing "anything immoral."

Although he told the publishers, "let me assure you that my campaign has just begun," three days later Hart was back on national television to announce his withdrawal from the race. The prospect of stories in The Washington Post linking him to yet another woman helped end the campaign.

Hart's appearance was not without a touch of irony. The Association's chairman and president through the end of the 100th Anniversary Convention, Alvah H. Chapman Jr., presides over the company that owns the Herald, Knight-Ridder Inc. However, by previous arrangement Chapman's ANPA successor, George W. Wilson of the politically significant state of New Hampshire, moderated the luncheon in which Senate Minority Leader Robert Dole became almost a forgotten man.

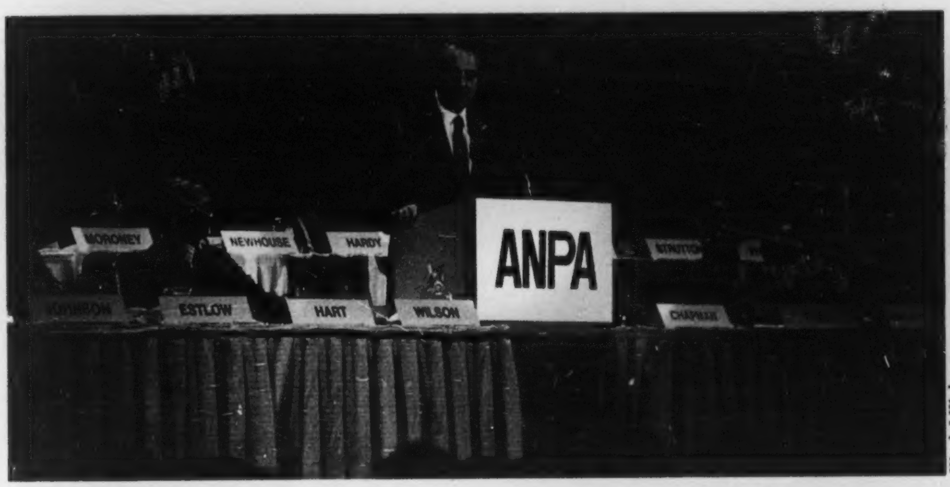
At left: Hart defends his honor.
Photo by Wendy J. Workman



Wendy J. Workman

ANPA Director Edward W. Estlow (right) makes a point with fellow Coloradoan Hart just before the luncheon.

Dole makes the trenchant observation, "I have a feeling I'm not going to make any news here today."



Wendy J. Workman

As Hart walked into the room along with other head-table guests, the room began to stir and cameras began to whir. Following the meal, Wilson introduced Hart, who received the customary applause as he stepped to the lectern.

The former two-term Colorado senator and runner-up for the 1984 Democratic presidential nomination announced he would follow through on his intention to use the ANPA forum "to talk about America's future," but only after discussing the events of the previous weekend.

The May 3 story about his spending time May 1 and 2 inside his Washington townhouse with model Donna Rice "was written by reporters who, by their own admission, undertook a spotty surveillance, who reached inaccurate conclusions based on incomplete facts, who, after publishing a false story, now concede they may have gotten it wrong, and who, most outrageously, refused to interview the very people who could have given them the facts before filing their story, which we asked them to do."

He called on the newspaper executives to "ask yourselves some searching questions: about what is right and what is truthful; about the propriety of a newspaper conducting a questionable and inadequate surveillance of one presidential candidate; about whether the urgency of meeting a deadline is subordinate to hearing the truth; and about whether it's right or good journalism to draw an extraordinary conclusion before hearing some rather ordinary facts."

He eventually moved on to a discussion of the economic future of the United States, and probable Republican presidential candidate Dole followed him to the rostrum with the line: "I have a feeling I'm not going to make any news here today." Indeed, Dole's plea for the American people to stand by President Reagan during the Iran-contra hearings received virtually no media attention.

Then came the question-and-answer period that was the first of several showdowns Hart had with journalists before abandoning his campaign. Although the questions from the ANPA audience were not as pointed as the "Have you ever committed adultery?" Hart would soon face, they were sharp, nonetheless. For example, Frank Batten Jr. of The News Enterprise of Elizabethtown, Ky., asked Hart to "give your account of what went on on Friday and Saturday, and tell us, why should we believe you instead of the Miami paper?" Hart referred to statements by the principals involved and added: "At no time did we spend, the woman involved and I, spend an evening together or a night together."

In his remarks from the floor, Herald Publisher Capen said, "I would like to point out that it seems to me the issue is not The Miami Herald; it's Gary Hart's judgment. He's an announced candidate for President of the United States, and he's a man who knows full well that womanizing has been an issue in his past. We stand by the essential correctness of our story."

Capen also said his paper "never speculated about what went on during any of Mr. Hart's meetings with Miss Rice on these different occasions."

But "clearly, at a minimum, there's an appearance of impropriety," said Capen, who added that the thrust of the Herald story was "the integrity and judgment of a man who aspires to be President of the United States."

Capen's two-minute rebuttal over, Wilson said to laughter and applause: "Dick, what is the question?"

Capen: "My question, Mr. Hart, is: How can we assess your judgment given the factors of the past few days?"

Hart: "Well, that's clearly something that each of you will have to do, and more importantly, the American people. And the case is before them, and we'll see what their judgment is."

The tense atmosphere in the ballroom broke when Dole and Hart fielded a closing question about the "rights of children."

Dole cracked: "I think I'm for it."

Hart said: "First of all, given the circumstances, it's a very refreshing question." ☐

Wilson Succeeds Chapman At Helm of ANPA

George W. Wilson, president of the Concord (N.H.) Monitor, was elected chairman and president of ANPA at the Association's annual business meeting. He became the first executive from a newspaper of less than 25,000 circulation to lead ANPA since 1956-58 when his father-in-law, William Dwight of the Holyoke (Mass.) Transcript-Telegram, headed the Association.

Other officers elected were: Arthur Ochs Sulzberger, chairman of The New York Times Co. and publisher of The New York Times, vice chairman; William H. Cowles 3rd, president and publisher of The Spokesman-Review and the Spokane Chronicle, secretary; and Lloyd G. Schermer, chairman and chief executive officer of Lee Enterprises Inc., treasurer. Under ANPA's procedures, officers serve one-year terms and follow an annual succession to the chairmanship.

Two new directors were elected for two-year terms. They are Antonio Luis Ferre, president and publisher of El Nuevo Dia of San Juan, Puerto Rico, and Richard J. Warren, vice president/editor and publisher of the Bangor (Maine) Daily News.

Re-elected for two-year terms were Donald E. Newhouse of The Star-Ledger, Newark, N.J., and Charles S. Rowe of The Free Lance-Star, Fredericksburg, Va.

Retiring from the Board after completion of their normal tenure were former Chairman and President Richard J.V. Johnson of the Houston Chronicle and Charles E. Meredith III of The Free Press, Quakertown, Pa. Alvah H. Chapman Jr. of Knight-Ridder Inc., the immediate past chairman, will serve one more year on the Board.

ANPA membership decreased by a net of six newspapers since the 1986 Convention, according to the **membership report** presented by Membership Committee Chairman John G. Montgomery of Montgomery Publications Inc., Junction City, Kan. He said membership stood at 1,389.

"From a budget standpoint, last year was certainly a success," reported Cowles in his **treasurer's report**. The Association ended the year with a surplus of $254,880 after putting aside $650,000 for contingencies, he said. Revenue was $12,830,062 and expenses $11,925,182.

The membership voted to renew the Board's usual standby authority to increase the dues formula a maximum of 10 percent. Cowles noted there is "no intention to exercise this authority" at the present time. Over the past 25 years, he said, the Board has exercised this authority only eight times and only in 5-percent increments.

The Association plans to operate "in the black" again this year, said Jerry W. Friedheim in his **executive vice president's report**. Attaining a contingency reserve equal to 90 days of operating expenses had been an ANPA target for nearly 10 years, he said, and reaching that goal in January marked a "milestone" for the Association.

Friedheim also reported that various money-saving programs—including rental-car discounts with Hertz Co. and air-fare discounts with Delta and United airlines—saved member-newspaper executives more than $600,000 last year. ☐

Wendy J. Workman

Joel H. Walker of the Troy (Ohio) Daily News picks up a complimentary copy of the New York Post, one of seven newspapers distributed daily in the lobby of the Waldorf.

Session Tapes Available

Cassette tape recordings are available for all Convention sessions except the seminar on "The Constitution: Separation of Powers 1987."

Prices are $9 per cassette or $120 for a full set of 14 tapes. There is a $2 handling charge for the first cassette, plus 50 cents for each additional tape up to a maximum of $5 (with additional charges for tapes shipped to Canada or overseas and for billing). Contact ACTS Inc., 1025 E. Clayton Road, Ballwin, Mo. 63011; (314) 394-0611.

Margaret Genovese

C. David Rambo

Presiding at the annual business meeting are (left photo, from left) Chapman, Montgomery, Cowles, Johnson and Friedheim. In photo at right, Chapman passes gavel to Wilson in closing Convention ceremonies.

C. David Rambo

NAB Chairman Frank A. Daniels Jr. presides over the bureau program.

Ad-Revenue Growth Will Depend On Willingness to Change

The Newspaper Advertising Bureau presented an update on its two-year-old Future of Advertising Project as well as its traditional report on the current status of newspaper advertising.

The need for the future was summed up by FOA Steering Committee Chairman Harold W. Andersen, chairman and chief executive officer of the Omaha World-Herald Co., who told the newspaper executives that "we've got to be willing to change some of our established ways of doing things if we are going to make our share of the advertising dollar grow."

The FOA report was structured so as to detail how the project is meeting three major objections voiced about newspapers by national advertisers: "You cost too much," You're too hard to use," and "We're unsure about your value."

Much of the information contained in the update has been previously reported [**presstime**, Jan. 1987, p. 52; March 1987, p. 54; May 1987, p. 80]. Newly reported developments included:

- **Cost.** The Pricing/Flexibility/Positioning Task Force has commissioned a study on newspaper rate setting by the marketing consulting firm of Moran & Tucker. Task Force Chairman Jerome S. Tilis, president of the Detroit Free Press and vice president of marketing for Knight-Ridder Inc., said, "Their report, when it's finished, isn't going to tell us how to go about setting our rates, either for circulation or for advertising. But it is going to allow us to see what we do in our own individual newspapers against the nationwide pattern of practices, and therefore, it should lead to greater efficiency in the future."
- **Ease of use.** Another task force chairman, Joe D. Smith Jr., said his Standardization Task Force is recommending that the newspaper business standardize policies relating to color advertising, including a lead time of not longer than two days for camera-ready color ads.

Smith, president of the Alexandria (La.) Daily Town Talk, also said the Marketing Data Task Force is working with the International Newspaper Marketing Association to produce a standard market data folder, and it will publish a standard glossary of advertising and technical terms used by newspapers.

- **Value.** Reg Murphy, president and publisher of The Baltimore Sun, said his Readership Task Force this fall will conduct "another major benchmark survey" of adult newspaper reading habits to compare with studies done five and 10 years ago for the Newspaper Readership Project.

Reporting on the activities of other project subgroups, Murphy said the Sales Structure Task Force has set up five sales teams comprised of newspaper sales people and NAB account executives; the Alternate Distribution Task Force is preparing a manual on starting and improving total-market-coverage operations; and the Sales Personnel Task Force will issue a report this summer on compensation, incentives, training and recruitment.

In the NAB report on the state of the newspaper advertising business, NAB President Craig C. Standen identified three trends working in favor of newspapers in their pursuit of national advertising: "regionalization of marketing" as the pendulum swings away from further centralization of advertising management at certain big companies; opening up of new ad categories, of which health care "may be the most striking example;" and more "innovative and creative use of newspapers."

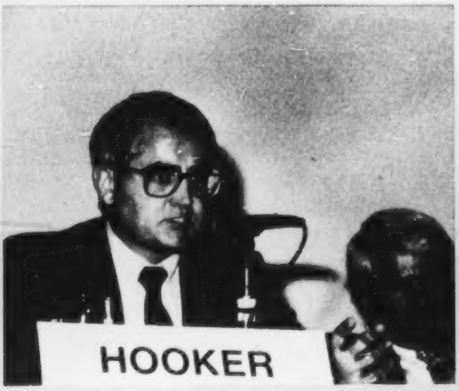
In the retail-advertising realm, NAB Executive Vice President Leo Bogart said advertisers "continue to demand total market penetration at a time when newspapers' circulation to household ratio has continued to decline." The answer, he said, is total market coverage, and 711 newspapers now have some kind of TMC system.

Other trends in the retail area identified by Bogart were increasing use of newspapers for image advertising; retailers' desire for more fashion-related editorial content; more industry-wide sales events like those for frozen foods and home furnishings; and growth of retail conglomerates, which makes it harder for newspapers to reach senior-level managers.

Standen announced that beginning June 1 the bureau is suspending for two years all fees for workshops and seminars conducted by NAB trainers for individual newspaper staffs or advertisers. (Fees ranged from a minimum of $300 to a maximum of $700, depending on the size of the newspaper. Newspapers will continue to pay travel and other expenses.)

Total NAB income for the fiscal year ending June 1 was an estimated $14,838,500, according to NAB Treasurer Richard E. Diamond, publisher of the Staten Island (N.Y.) Advance. Diamond reported that the market value of NAB's permanent reserves was $4,421,621. This, he said, represented 30.7 percent of the year's operating expenses. Since June 1, 1986, 28 new members joined and 26 resigned, with a net increase in annual dues of $9,500.

At the May 3 meeting of the bureau's board of directors, NAB's officers were re-elected for one-year terms. They are: Chairman Frank A. Daniels Jr., president and publisher of The News and Observer and The Raleigh (N.C.) Times; Vice Chairman Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc., San Antonio; Treasurer Diamond; and Secretary and Assistant Treasurer James Hoge, president and publisher of the New York Daily News. ☐



Margaret Genovese

Hooker (left in left photo) takes a far more optimistic view than fellow panelists Lamm (seated beside him) and Bok (right in right photo), with moderator Fanning.

Futurists' Opposing Views Pose Challenge for Press

Within the next 50 years, said futurist Michael Hooker, all the human problems that historically have beset humanity will be solved.

Cancer, disease, aging, energy and food problems—all will be eliminated, said Hooker, who is the author of several books and chancellor of the Baltimore County campus of the University of Maryland.

The one remaining problem, Hooker said, will be that there will be no problems to solve. This could be the biggest problem of all because problem-solving has been the driving force that has led to all human creativity, he said.

Hooker's optimistic view of the future was not shared by three other panelists who spoke on "The Next 100 Years."

"The real world is not like that," said Freeman Dyson, a physicist at the Institute for Advanced Study, Princeton, N.J. "I do not believe any of the things Mr. Hooker put forth. Problems are one resource not likely to be exhausted."

Dyson drew applause and laughter with his observation that "obviously, the most difficult problem we have is original sin. We all tend to dislike each other." He said civilization often disposed of this problem peacefully in the past by sending people they didn't like somewhere else, as when English convicts and religious dissidents came to colonize America.

The colonization of space is a possible solution to overcrowding and other problems on earth, he said.

Sissela Bok, philosophy professor at Brandeis University in Waltham, Mass., quoted philosopher Immanuel Kant, who predicted in 1793 that wars would become increasingly violent and widespread until there may be one final war—unless mankind acts to forestall it.

Kant advocated "freedom of the pen," Bok said, as a way to prevent that final war. But even in democracies, she said, there are many ways to restrict information. She cited the information leaked to the press by the Reagan administration last year on Libya's supposed plans to mount a terrorist campaign against the United States. This was an example of "disinformation" in which the government was trying to "bypass Congress, bypass the press and bypass the citizens," she said.

In the next century, Bok said, a key ingredient for survival is that the press and the citizenry must work against disinformation tactics and spread knowledge and facts.

Richard D. Lamm, former governor of Colorado and a visiting professor at Dartmouth College in Hanover, N.H., painted a gloomy picture for the United States in the next century unless trends change.

He said the U.S. rate of productivity growth is the lowest of any industrialized nation. "Our students are consistently in the lower one-third of students in the world," he said, adding that the nation has the highest rates of teenage pregnancy and crime of any industrialized country.

The panelists generally agreed that the industrialized nations, situated in the northern hemisphere, will in the future be pitted against the underdeveloped and Third World countries, situated mainly in the southern hemisphere.

Before turning the program over to the panelists, Theodore J. Gordon, former chief engineer for McDonnell-Douglas Corp. and now chairman of The Futures Group in Glastonbury, Conn., set the tone for the session by noting that the earth's population, now 4.6 billion, will expand to 6 billion by the year 2000 and grow to somewhere between 9 and 14 billion by 2050.

Biotechnology will breed new plants and animals to feed this population, Gordon said.

Katherine W. Fanning, editor of The Christian Science Monitor, moderator of the panel discussion, concluded: "The greatest challenge [for the news media] is to make sense out of all this." ☐

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Break the boycott of Aesthetic Realism!
THE TRAGEDY OF AMERICA

C. David Rembo

Peaceful demonstrators line the sidewalk in front of the Waldorf to promote the cause of "aesthetic realism"—and to criticize the press for allegedly "boycotting" the cause.

C. David Rambo

Thomas G. Clancy of the San Francisco Newspaper Agency poses a question to store executives.

Retailers Air Their Gripes About Advertising in Newspapers

Retail advertisers found plenty of fault with newspapers as an advertising medium and presented a variety of suggestions for change at the general session on the "Future of Advertising," which featured a panel of four major retailers and a retail stock analyst.

The retailers said they want newspapers that come up to the graphics and typographical standards of the advertising they carry, are better organized and easier to read, cost less to advertise in, know all about retailers' customers, and can deliver a particular ad to a particular customer.

On the matter of appearance of newspapers, "we almost are more critical of your end product than you are," said Gordon R. Cooke, executive vice president/sales promotion of Bloomingdale's. "We look for you to enhance your own production of your newspapers in terms of graphics and in terms of typography."

Bloomingdale's spends "a tremendous amount of money" designing ads "that are going to look spectacular," Cooke said. It is "amazing," he added, to see the difference in appearance of the same ads in The New York Times and in a newspaper in another market. He said newspapers lag "severely behind" what advertisers are doing in design.

Lee M. Dubow, senior vice president/corporate sales promotion, Belk Stores, echoed Cooke's remarks. "The kind of environment you are giving us to present our story, I think, is way out of date. I think newspapers are way back in the '20s some time."

Newspapers, he said, "have to get yourselves organized."

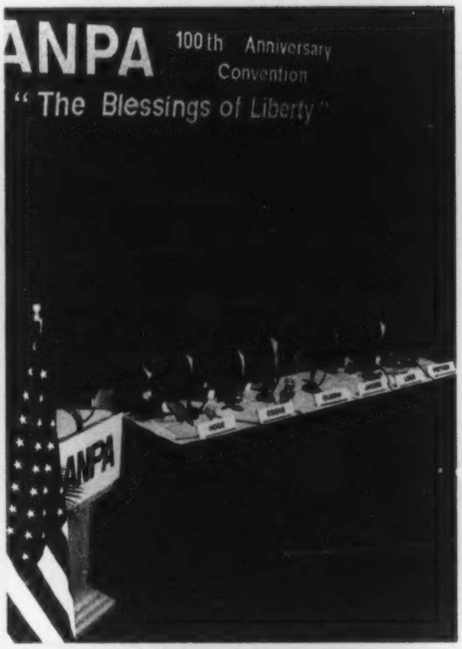
The "tremendous amount of clutter" in newspapers is one reason stores have flocked to preprinted inserts, he said. "They don't know how to use your pages, and as a result, they are creating their own." Four years ago, his Charlotte, N.C.-based chain of stores used only four inserts a year; this year, they will use 44. "That's a big diversion of ROP dollars," he said.

The head of Saks Fifth Avenue said newspapers have to understand the retail world. Speciality stores such as his need to build relationships with individual customers, while "general" retailers are trying to lure traffic into their stores.

Saks is able to identify its customers and create a profile of would-be customers. It communicates with them through direct mail, said Melvin Jacobs, Saks' chairman and chief executive officer. "We don't today to my knowledge have ability to do that with newspapers."

Although Saks has been very happy with an "image" advertising campaign it has run in newspapers for the past year and a half, Jacobs said the company makes no other use of newspapers because of their inability to target specific customers.

Stephen L. Pistner, chairman and chief executive officer of McCrory Corp., suggested newspa-



C. David Rambo

Retailers warn newspapers they may lose some advertising if they do not pay more heed to design, content, research, circulation and competitive pricing.

pers make better use of their research departments to find out who retailers' customers are.

"If you do your jobs well, your research departments will know more about those customers than we do and recommend the manner in which we will get to those customers."

Pistner also said that "our customers, in the main, are not newspaper readers." He urged the newspaper executives to make their papers "more readable" by presenting synopses of the news and putting longer stories in the back of the paper.

On the topic of color in newspaper advertising, one of the retailers said that although some stores have used spot color to dramatize their ads, color is not an advantage in selling products unless it is on high-gloss paper.

"I think you have to ask retailers, 'Does it help sell the product?' " added Bloomingdale's Cooke. "It definitely does when we use your magazine sections, especially when we are looking for direct response. But for the most part, we would just as soon have a black-and-white fashion ad."

The issue of rates also came in for discussion by several of the retailers. Saks' Jacobs said retailers have to "lower our cost of marketing and do more marketing, rather than cut back" the amount of advertising as newspapers raise their rates.

Bloomingdale's Cooke said retailers often cannot generate the increases in sales to cover newspaper rate increases. "You are not giving us more circulation. Your rates are going up higher than inflation, and if we need to use you as our major partner, we have to find ways to be more effective with that circulation you're giving us."

Despite the drawbacks, Cooke added that Bloomingdale's is "definitely not drifting away from the medium."

Among the trends identified as having an effect on newspapers is that of consolidation of companies in the retail trade—a trend that Walter F. Loeb, principal/senior retail analyst with Morgan, Stanley & Co. of New York City, predicted will continue.

Pistner of McCrory Corp. said this means newspapers will have "fewer customers by far in the next few years." They will have to determine how to serve these "fewer, significantly larger masters."

Dubow suggested that with mergers of newspapers as well as retail stores, newspapers will have to find "whole new ways of selling us." Newspapers may set up ad-representative firms to call on retailers' headquarters, as they now do with national advertisers.

Asked about Florida's new sales tax on advertising, Dubow predicted it will spread to other states and will be a "nightmare" to collect. "It's going to make you people tax collectors," he said.

The retailers were bullish on the outlook for retail sales in 1987. However, Saks' Jacobs cautioned that customers will be a "little surprised when they see prices this fall." □

Convention Numbers

3,038—Convention registration.

24,000—Square feet of artificial turf rented for the Ellis Island ceremonies and reception.

200—Waiters serving the Tuesday ANPA lunch.

269—Members of the working press receiving credentials on May 5, the day of former Sen. Gary Hart's address.

150,000—Gallons of red-, white- and blue-dyed water pumped by the fire boat operated by the New York City Fire Department's Marine Division at the conclusion of the Ellis Island ceremonies.

Wendy J. Workman

Young performers of the National Dance Institute delight their Tuesday morning audience.

What used to be black and white and read all over…

BUSINESS

SECTION C

Circulation down; Ad revenues slip

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black and white format directly relates to a decline in ad revenues.

Survey responses substantiate today's "color world." More than 90 percent of those surveyed own one or more color televisions. Almost all respondents read two or more color magazines per week.

Advertising, in print as in television, is a visual medium. Attaining the right "image" for whatever is being marketed is all important. For more and more advertisers, black and white no longer suffices, especially when their significant insertion rates are considered.

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black print. Industry experts also agree that a black directly relates to a decline in ad "color

Can now be black and white and red and yellow and blue and…

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- The Pressfax system for facsimile transmission of newspaper pages
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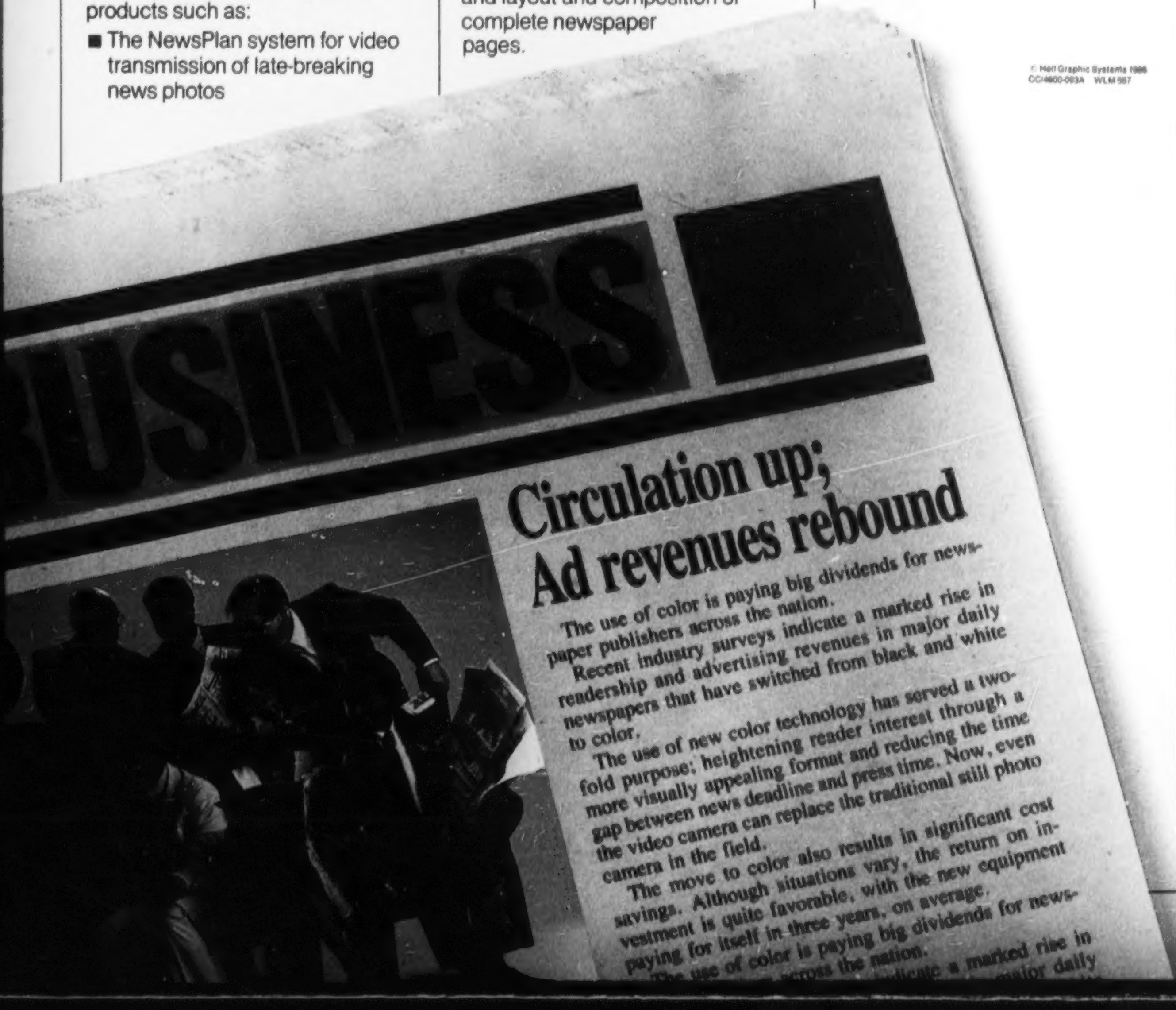


Circulation up; Ad revenues rebound

The use of color is paying big dividends for newspaper publishers across the nation.

Recent industry surveys indicate a marked rise in readership and advertising revenues in major daily newspapers that have switched from black and white to color.

The use of new color technology has served a twofold purpose; heightening reader interest through a more visually appealing format and reducing the time gap between news deadline and press time. Now, even the video camera can replace the traditional still photo camera in the field.

The move to color also results in significant cost savings. Although situations vary, the return on investment is quite favorable, with the new equipment paying for itself in three years, on average.

The use of color is paying big dividends for news-

ANPA
100th Anniversary
Convention
"The Blessings of Liberty"
ESTLOW
ESTLOW
ERBURU
ERBURU
HEMINGER
HEMINGER
MEREDITH
ANTHONY
NEWHOUSE
ROWE
ANPA
SCHERMER
SCHERMER
JOHNSON
JOHNSON
CURLEY
CURLEY
CARTER
CHAPMAN
CHAPMAN

DAY FOUR—WEDNESDAY
Jimmy Carter on Nicaragua
The Separation of Powers

Former President Carter Offers Opposing View on Contras

Margaret Genovese

"I think in general the press deserves congratulations and gratitude instead of condemnation or sincere criticism."

As the Convention's closing speaker, former President Jimmy Carter briefed the publishers about "life after the White House."

And, responding to questions from the floor, he denounced the same Nicaraguan policy that his successor had defended in the opening ceremonies on Ellis Island three days earlier.

He also offered some advice to the publishers but overall gave newspapers high marks for their performance.

Asked how the press can better perform its responsibilities, Carter said he regrets the frivolous nature of matters that tend to make front pages.

"There are so many deep and significant issues that are not adequately covered by most newspapers in this country," he said, including nuclear arms control, human rights, peace in the Middle East and the extent to which the Soviet Union has changed under Mikhail Gorbachev. "These are the kinds of questions that very seldom are adequately addressed in the news media."

However, he concluded his appearance by saying, "I think in general the press deserves congratulations and gratitude instead of condemnation or sincere criticism."

In answering the question about U.S. policy in Nicaragua, Carter called U.S. financing of contra forces "counterproductive and illegal under international standards and perhaps even against our own nation's . . . policies."

Urging a negotiated settlement between the Sandinista government and the contra rebels, he said "total freedom of the press" should be a component of any agreement.

The closing of the opposition newspaper La Prensa was "a terrible mistake by the Sandinistas—a crime against their own people, a violation of human rights," he said.

In describing his life as a former President, Carter noted that he and his wife, Rosalynn, have written three books—two by him, one by her. Now they're about to publish a joint volume on how to prolong life by following good personal habits and how to make the most of the rest of one's life.

"We've been married 40 years," Carter joked, "and (the joint writing project was) the most unpleasant experience we've ever had. . . . We thought for a long time the last chapter would be about our divorce.

"I write very rapidly—I can write a chapter in a couple of days. Rosalynn writes very slowly, sometimes taking a week to produce one or two paragraphs. I present my chapter to Rosalynn; she looks at it as a rough draft. When she delivers her writing to me, she's just come down off Mount Sinai; God has delivered to her the exact words and text and meaning."

At the end of his presentation, Carter was given a 40-second ovation. ☐

Constitution Is Fodder for Debate

A panel of leaders from the public and private sectors devoted three hours to a discussion of a hypothetical case that tested "The Constitution: Separation of Powers."

Funded by a $35,000 grant from The Hearst Corp., the event was conducted under the auspices of Fred W. Friendly, director of Columbia University Seminars on Media and Society.

The 18-member panel included journalists, lawyers, a federal judge, a U.S. senator, two U.S. representatives, and former heads of the departments of State and Justice, the CIA and the U.S. delegation to the United Nations.

At left: ANPA Directors at the closing lunch listen to Gannett Co.'s John J. Curley discuss next year's Convention in Honolulu.

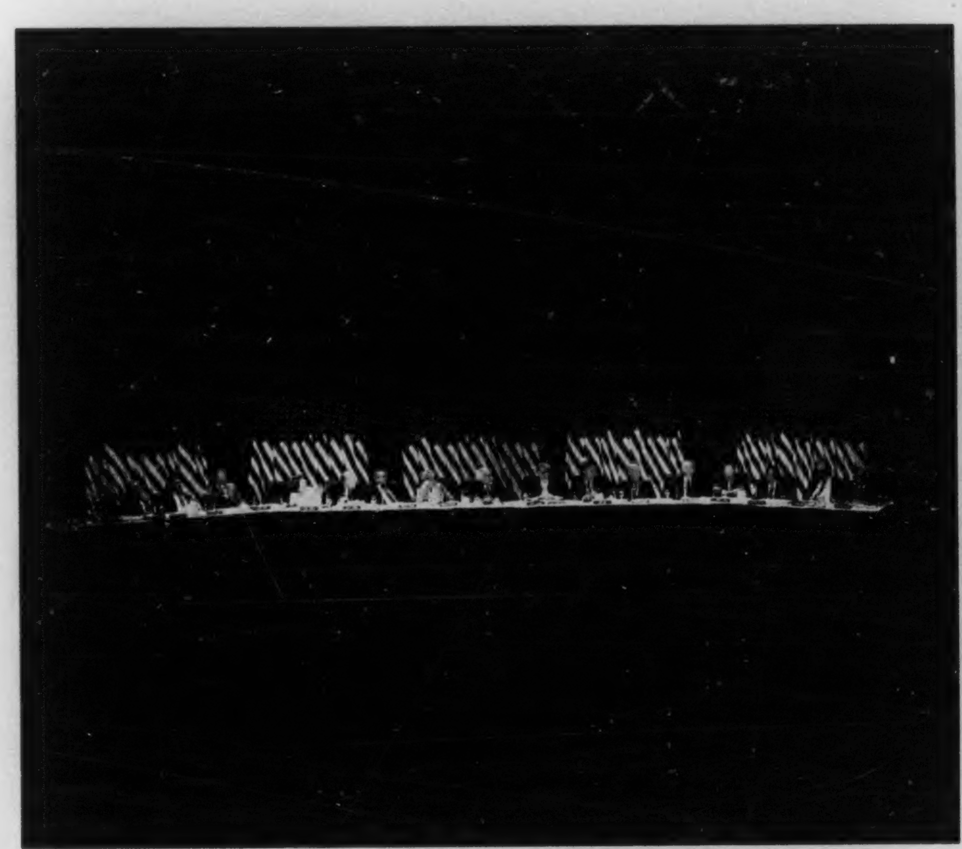
Photo by C. David Rambo

Before a large crowd in the Grand Ballroom, discussion was led first by Arthur R. Miller and then by Charles R. Nesson, both of the Harvard Law School. Much of it centered on legal issues regarding an American President's options in handling a politically sensitive arms-sale request from an ally. There also was argument on use of a special prosecutor—a private lawyer who may be called in to examine an incident involving the possibility of illegal action by a government official.

But there also were matters pertaining directly to the press.

Moderator Miller set up this scenario: Suppose someone close to the President has leaked word that the government is considering selling helicopter gunships to an ally that is strategically located near the Soviet Union and is also experiencing

Arthur R. Miller (far right) sets the scene: A small country in a sensitive part of the world wants to buy armed helicopters from the United States. What is the role of the President? Congress? The press?


Wendy J. Workman

Frank A. Bennack Jr. of The Hearst Corp. introduces seminar program.

domestic unrest. An account shows up in what Miller called "the you-know-what paper." A Cabinet officer who in fact did not release any information flunks a lie-detector test and is strongly suspected of being the source of the report.

If asked, should the newspaper tell the President the suspect is wrongly accused?

Helen Thomas, White House correspondent of United Press International, said she would "tell the President he's not my source and that's where I'd stop."

ABC News Correspondent Barbara Walters said she would reveal on the air that the person in question was not the leaker because of the newsworthiness of the government's wrongly accusing someone. "Why not report" it? Walters asked. Otherwise, "you're a news organization withholding news."

Walters later changed her mind, however, saying she would want the wrongly accused official to be interviewed on the air about the situation.

Syndicated columnist William Safire of The New York Times said he would not divulge such information because it would set a bad precedent. It could lead to requests from other people to get them off the hook, too. "It's a trap. The moment will come when someone will call and ask you to lie for them."

Benjamin C. Bradlee, executive editor of The Washington Post, said he, too, would not reveal the source, prompting moderator Miller to ask, "You don't make pacts with the devil?" "Yes, I do, occasionally," was Bradlee's quick reply to the delight of the early-morning crowd.

Jack Nelson, Washington bureau chief of the Los Angeles Times, said he would neither confirm nor deny the identity of the source because it would help the President track down the leaker.

Discussion also touched on the relationship between special prosecutors and the press. Both parties vigorously strive to gather information on the matter being investigated. But Leon Silverman, who was special prosecutor in the case against former Labor Secretary Raymond Donovan, said the press "does not have to be your partner in the prosecution or the investigation."

In fact, Silverman said, part of his job in dealing with the press "is trying to keep the savage beasts at bay."

There was one point that drew no dissent. It was that no matter how hard government officials try, they usually cannot keep information from the public indefinitely.

"A secret is very hard to keep in our society for very long," said Rep. Dante B. Fascell (D-Fla.).

Panelists observed that secrecy is harder to maintain as the number of officials privy to the facts grows. ☐

Convention Sidelights

Massive Press Attention

Helping out in the ANPA press room was Norma Graziano, wife of former middleweight boxing champ Rocky Graziano. It was the busiest press room she'd worked during her 13 years with the New York Convention & Visitors Bureau. "I think it had something to do with Senator Hart," she said in what qualified as a heavyweight understatement.

The press headquarters processed credentials for 373 members of the working press—of whom 269 registered on the Convention's third day, when Hart spoke.

The overall total did not include members of the Washington press corps who accompanied President Reagan to Ellis Island.

Convention Speeches Available from ANPA's Public Affairs Department

Sunday, May 3

Ceremonies on Ellis Island

- **Comments and Prayer, the Rev. Billy Graham** (comments not delivered because of impending rain)
- **Address by President Ronald Reagan**

Monday, May 4

ANPA Keynote Breakfast

- **Keynote address by ANPA Chairman and President Alvah H. Chapman Jr.,** chairman and chief executive officer, Knight-Ridder Inc., Miami

Associated Press Annual Meeting

- **Remarks of Frank Batten,** chairman of the AP Board of Directors and chairman of the board, Landmark Communications Inc., Norfolk, Va.
- **Remarks of Louis D. Boccardi,** AP president and general manager

Associated Press Annual Luncheon

- **Address by First Lady Nancy Reagan**

Tuesday, May 5

General Session

Newspaper Advertising Bureau

- **Overview and Sales Outlook, by NAB President Craig C. Standen and Executive Vice President Leo Bogart**
- **Report on the Future of Advertising Project by FOA Committee Chairman Harold W. Andersen,** chairman and chief executive officer of the Omaha World-Herald Co.; and **Task Force chairmen Reg Murphy,** president and publisher of The Baltimore Sun, **Joe D. Smith Jr.,** president of the Alexandria (La.) Daily Town Talk, and **Jerome S. Tillis,** president of the Detroit Free Press

ANPA Luncheon

- **Remarks of former Sen. Gary Hart (D-Colo.)**
- **Remarks of Sen. Robert Dole (R-Kansas)**

Historic Visit for Hizzoner

Believe it or not, the trip to Ellis Island was a first for none other than New York City Mayor Edward I. Koch. But then again, there aren't any voters residing there.

Value-packed Convention

The $225 registration fee returns to the attendee about $15,000 in "hosting," considering the program, transportation, continental breakfasts, functions sponsored by newspaper companies and suppliers, etc., according to ANPA Senior Vice President Thomas C. Fichter.

Among the latter events were a brunch at Macy's, a reception at The Metropolitan Museum of Art, a gala at Carnegie Hall, a Broadway show, and receptions at Ellis Island, the South Street Seaport and the Waldorf-Astoria.

A Blissful Run

In what might be considered a preliminary to their trip together down the aisle later this summer, Owen Van Essen and Kathy Irwin, who are engaged to be married, captured first-place honors in **presstime's** Convention Fun Run. Van Essen, vice president of Lee Dirks & Associates in Birmingham, Mich., ran the two-mile course along Park Avenue in 11 minutes, 4 seconds. Irwin's women's best time was 11:31.

Tale of the Tapes

The session on "The Next 100 years" was the most sought-after Convention tape recording, according to Cheryl J. Rowland of ACTS Inc., which taped most of the proceedings. Other best-selling tapes were those of the Newspaper Advertising Bureau's session and the Associated Press meeting with its discussion of the Tower Commission Report. "The famous people didn't sell at all," Rowland said.

Videocassette Available

The multimedia presentation, "Freedom and Information: The Blessings of Liberty," shown at the Convention will be made available in videocassette form provided there is sufficient interest to justify the cost of reproduction.

The presentation—portraying the change and progress in the United States and the part newspapers have played in that growth—can be used by newspapers in promotional campaigns in their communities.

Price of the videocassette would be $100 each. A pull-out order form is included in this issue. ☐

Wendy J. Workman

Clement C. Winke Jr., president and publisher of the Boca Raton (Fla.) News, and his wife, Lori, pause in front of the Convention hotel to take in the sights of Park Avenue.

Literacy: A Meaningful Relationship Between People and Power

While America celebrates the bicentennial of the signing of the United States Constitution, one in three American adults may be unable to read the Bill of Rights.

An estimated 60 million Americans—more than the number who voted for President Reagan in 1984—are unable to fully participate in democracy because they are illiterate or semiliterate.

In October 1986, Jonathan Kozol authored a report on adult illiteracy commissioned by Cox Newspapers. The report* graphically outlines the growing dangers of illiteracy and presents specific recommendations on how newspapers can lead the fight for a more literate America.

Cox newspapers across the nation are searching for innovative solutions to local literacy problems. The power needed to participate in democracy is the power of the written word.

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*"Where Stands The Republic/ Illiteracy: A Warning and a Challenge to the Nation's Press" by Jonathan Kozol. For a copy, contact Corporate Communications, Cox Enterprises, Inc., 1400 Lake Hearn Drive, Atlanta, Georgia 30319.

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INSPIRED BY PUBLIC CRITICISM

TAKING THE 'CORRECT'

In a break from the past, many newspapers now own up to their reporting and editing errors promptly, routinely

BY GENE GOLTZ
presstime staff writer

> *"A man who accidentally pushes you off the sidewalk into a muddy gutter will at least beg your pardon. But the newspaper which has pushed you into the gutter, rolled you in filth, even given you a kick or two in the ribs, will not only refrain from apologizing for its rudeness, but, if it pays any further attention to you at all, will usually jeer at you and make you the butt of the spectators, thus adding injury to insult."*
>
> —Fred Newton Scott, journalism teacher of the University of Michigan, quoted in a 1925 book, *The Conscience of the Newspaper*

There was a time in newspapering when corrections rarely caused an editor problems—because the editor wouldn't run them.

If an editor did grudgingly consent to rectify some horrendous error in a published story, one favorite trick was to have a reporter write a flattering feature, with flattering photo, of the offended party. It might even come to pass that the follow-up story would actually correct the previous error by sneaking in the correct fact, but that was by no means a mandatory part of the exercise.

And if an editor really could not avoid an outright correction, it most likely would appear in the classified section—and in agate type.

"I absolutely remember those days," says Arthur C. Nauman, former general assignment reporter and now ombudsman for The Sacramento Bee.

That was then. This is now: Corrections are nearly as commonplace in newspapers as the weather "ear"; many papers anchor corrections columns on the same page every day, adding to their prominence.

Newspapers' interest in setting the record straight dates from the late 1960s and early '70s, Nauman says, recalling: "You couldn't attend an editor's conference (then) without seeing a seminar on how to handle corrections. There was an eternal debate on handling corrections."

His analysis squares with research conducted for ANPA in 1973 by Professor Keith P. Sanders of the University of Missouri. Sanders found that events in the late '60s such as the shootings at Kent State University, violence at the Democratic National Convention in Chicago and urban riots stirred public criticism of the media.

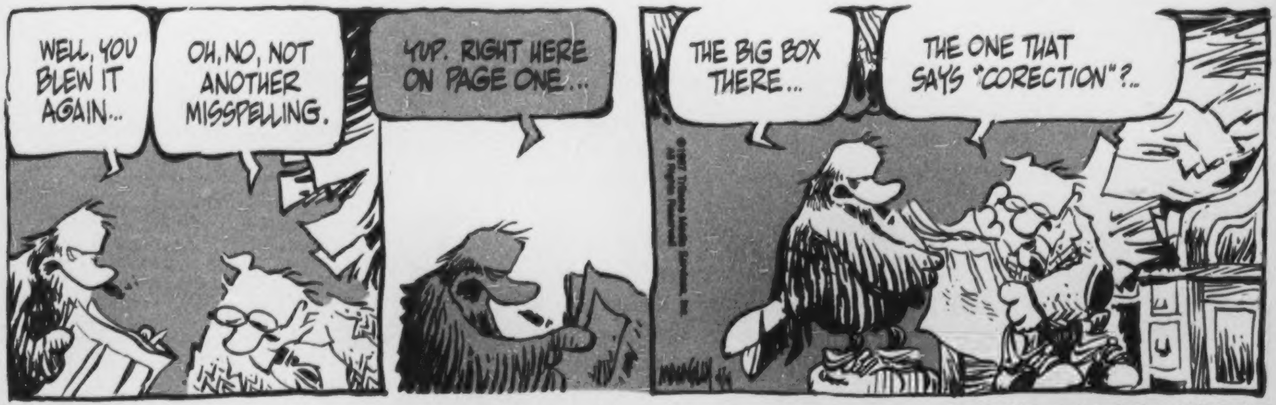
As a result of the criticism, "Many newspapers have undertaken rigorous examinations of their performance," Sanders wrote. He found, in a nationwide survey of 200 newspaper editors, that 52 percent of the 135 respondents had instituted a formal system of accountability, such as a standing corrections column, ombudsmen or accuracy checks. (See story, p. 68.)

In the most recent study on newspapers' correction policies, released in February by the Gannett Center for Media Studies at Columbia University, all 12 newspapers surveyed reported having a systematic way to correct their errors. Research director D. Charles Whitney, associate professor of communications at the University of Illinois, found that most of those papers run corrections in a regular spot—typically, pages 2 or 3.

The survey participants, equally divided between large and small newspapers, gave mixed responses on whether they divulge sources of errors and on whether their correction items include an apology.

Overall, the survey, titled "Begging Your Pardon," served to confirm the belief that corrections are no longer a rare breed. As Whitney wrote: "Most recent commentary has suggested that more newspapers are correcting more errors than they once did, and editors of eight of the 12 papers we studied

'Shoe' **By Jeff MacNelly**


WELL, YOU BLEW IT AGAIN...
OH, NO, NOT ANOTHER MISSPELLING.
YUP. RIGHT HERE ON PAGE ONE...
THE BIG BOX THERE...
THE ONE THAT SAYS "CORECTION"?..

Reprinted by permission of Tribune Media Services

APPROACH TO MISTAKES

You got it wrong!
PACHECO

agreed that their papers are running more corrections than they did five years ago."

(Whitney and his research colleagues, Eric Goldstein and Andrew Borinstein, both of Columbia University, noted the scarcity of studies on corrections: "The literature on newspaper corrections systems is remarkably sparse. There is no recent study of corrections policies at representative U.S. papers, what they correct, when and how.")

Eighteen editors, ombudsmen and academics randomly selected and interviewed by **presstime** confirm that most newspapers run corrections more willingly than in past years.

"Yes, I think that's changed a lot," says Robert E. Rhodes, executive editor of the Corpus Christi Caller and Times and president of the Associated Press Managing Editors Association.

Like Nauman of Sacramento, Rhodes traces the emergence of regular corrections columns to the '60s and '70s. "We began to be the target of a lot of criticism. A lot of editors got religion about that time."

WHO'S AT FAULT? There was one eyebrow-raiser in Whitney's research for the Gannett Center: that more errors were committed by copy editors than by the reporters who wrote the stories.

However, the editors interviewed by **presstime** overwhelmingly mentioned reporters, not editors, when they talked about errors, as if the term "reporter's error" was one word.

Salvatore J. Micciche, an assistant executive editor of The Boston Globe, compiled a list of Globe errors in 1982 while serving as the newspaper's ombudsman. He determined that the source most frequently was indeed reporter error. The Globe has continued an annual survey of errors since then and found that 18 percent are attributable to faulty editing.

Most editors interviewed agree that it is a good practice to tell the reading public who made the error. At the same time, many editors could think of instances where giving the source of the error caused trouble or would have if disclosed.

The Worcester (Mass.) Telegram and Evening Gazette normally do not disclose the source of the error, says Kenneth J. Botty, vice president and executive editor.

If a source gave the wrong information, the theory is that the newspaper easily enough could have—and probably should have—double-checked the facts, Botty says. "If a little old lady who is doing public relations for some group makes an error, we choose not to embarrass her."

There are other delicate situations. "In the case of editing errors, we usually choose not to tell the public where we screwed up," he says. "But if a reporter was correct and the copy desk fouled it up, we will on occasion mention where the error occurred." The reason is to preserve a reporter's credibility with sources and contacts.

Brian J. Cooper, executive editor of the Dubuque (Iowa) Telegraph-Herald, cites an example where a clarification was necessary to avoid further friction between a reporter and a news source, even though no error had been made.

The paper carried a news story about contract negotiations during a strike of Deere & Co. Before the union's ratification vote, the paper disclosed details of the proposed contract settlement, citing "sources" inside the company.

Many papers anchor corrections on the same page every day, adding to their prominence.

Oh-oh. We goofed.

Union members thought this implied that someone from the company's negotiating team had leaked the information. The employees were angry because there had been an agreement by both sides not to disclose the data.

To soothe hard feelings, the next day the newspaper printed a front-page clarification. It said none of the individuals on either side of the negotiating table had leaked the information—that it had been obtained elsewhere.

WHEN TO CORRECT. When Executive Editor Norman Isaacs helped establish the first newspaper ombudsman in 1967 at The Courier-Journal and The Louisville Times, he said: "Let us adopt the principle that the readers are entitled to have the record set straight in every case where the facts have gone astray."

Surveys and interviews indicate that "When in doubt, correct it" is a rule commonly followed by many newspapers today. Yet some editors question whether every single minor mistake should be corrected. Many say no.

A certain number of mistakes are just too trivial to be corrected, says Botty of Worcester. He cites a hypothetical story where a reporter might mention a canoe in a story. If a reader should call in with the objection that the boat was actually a dugout, Botty says he likely would not run a correction.

John Thomas, managing editor of the Corpus Christi Caller, recalls a story his newspaper had run about high school clubs, not identified in the story, that had furnished beer to minors. One club with a past history of sponsoring beer parties felt it had been alluded to, and an officer of the club demanded a retraction.

Thomas told the person no error had been committed and dissuaded him from insisting on a follow-up story or correction. "If we start publicizing this," Thomas told the club official, "there's going to be more attention centered on your club than you'll ever want."

Another example comes from Joseph Laitin, ombudsman of The Washington Post. The Post on Jan. 25 ran a picture whose cutline read, in part, "... a scene from Oliver North's Vietnam movie, 'Platoon.'" Of course, it wasn't Lt. Col. Oliver North, a central figure in the Iran-contra controversy, who made the movie; it was author/director Oliver Stone.

Laitin says no correction was made because a copy editor had caught the mistake rather early in the press run. It is not known how many original copies reached the public, but no one called in to complain, the Post ombudsman says.

A more celebrated instance of a non-correction occurred in 1984 and involved not the public but rather two of the bigger names in the newspaper business—Washington Post Executive Editor Benjamin C. Bradlee and Allen H. Neuharth, chairman of Gannett Co.

In its September issue that year, the Washingtonian magazine published an exchange of letters between the two in which Neuharth wrote Bradlee complaining about a business story in the Post that said an analyst had recommended against buying Gannett stock. Neuharth said the story was a "misrepresentation" of the analyst's recommendation and also incorrectly quoted Gannett's closing stock price for the day.

Neuharth said, however, his letter was not a request for a retraction, correction or clarification. "Your clarification column already threatens to become the most rapidly growing section of your newspaper, and I do not wish to add to that burden," Neuharth wrote.

Bradlee replied that Neuharth was "simply wrong" about the analyst's recommendation, and he added in a postscript: "We did have one error. The stock did close at 40, up an eighth." ☐

> *"When in doubt, correct it" is a rule commonly followed by many newspapers. Yet some editors question whether every single minor mistake should be corrected.*

Accuracy Checks Can Help Prevent Errors

What can newspapers do to keep mistakes to a minimum?

At least one daily and one weekly go to the extreme of checking stories with sources *before* publication [**presstime**, March 1986, p. 40].

A larger number—but still a vast minority of all newspapers published—seek to keep reporters on their toes by conducting so-called "accuracy checks"—contacting some of the people named in stories *after* their publication.

Robert E. Rhodes, executive editor of the Corpus Christi Caller and Times and president of the Associated Press Managing Editors Association, studied accuracy checks and found there were some obstacles to overcome to make them work.

"Papers that installed them had to overcome some initial suspicion" on the part of reporters, Rhodes says.

He notes that the checks were not made with people regularly in the news, like the police chief or the governor, because they know whom to call when they want to complain.

The individual who gets checked, Rhodes says, is the "'Joe Six-Pack' who finds himself in the news for the first time" after an automobile accident or some other event.

Newspapers that conduct accuracy checks use several different methods:

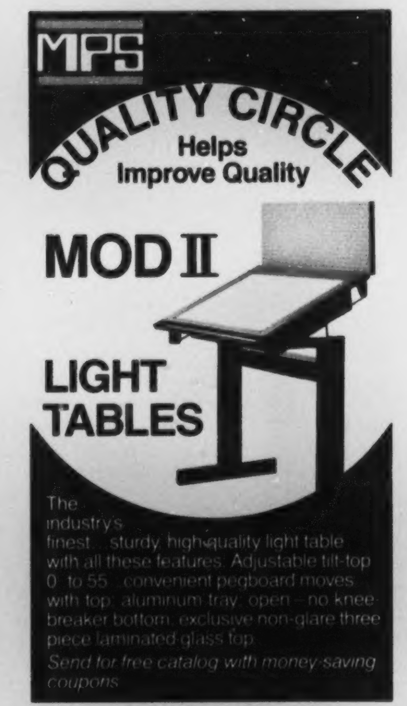
- Some send clippings to story subjects, asking for comments.
- Others send out preprinted forms asking such questions as whether the stories were fair and whether names, addresses and other facts were correct.
- Still others have an editor or the ombudsman make the checks.

An example of the latter is William Sunderland, assistant to the executive editor of the San Jose Mercury News. He is in charge of corrections and complaints, a job that includes sending out accuracy letters.

Every six months, says Sunderland, "I go through the paper, generally pick a batch of stories, and select everybody named in the story." He sends a letter to those people asking a series of questions: Was the story fair and accurate? Was your name spelled right? Were quotations correct? If not, why not? Was anything else wrong with the story?

"At least 50 or 60 percent [of the people checked] don't quibble about anything," reports Sunderland.

In the case of a story that is said to contain errors, the editor checks with the reporter. And if need be, Sunderland says, the paper runs a correction.



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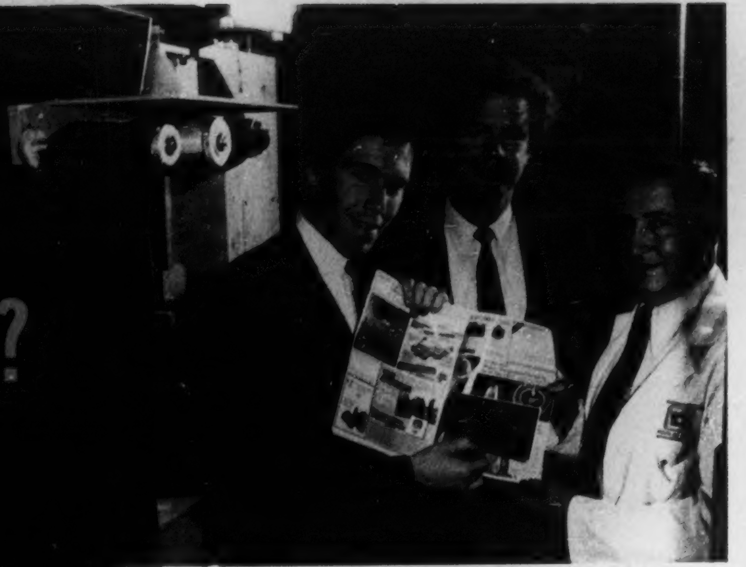

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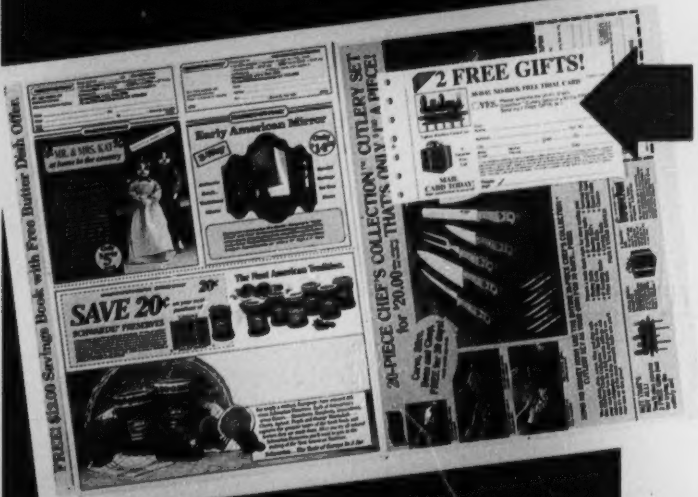
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Why do they have to show things like this in the newspaper?

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Yes, this is a grisly picture.

But in a glance, readers understood the enormity of what happened to the White City. No amount of words could equal this image and those that came with it.

It began on November 14, 1985.

Colombia's long-dormant Nevada del Ruiz volcano erupted. Photographers Carol Guzy and Michel duCille of Knight-Ridder's Miami Herald were dispatched to the Colombian town of Armero.

It was known as the White City because of its extensive cotton and rice crops. Now a brown tidal wave of mud, ash, melted snow and rocks had cascaded down the slopes.

Armero was no more.

To get to the scene, Guzy and duCille, along with two Miami Herald reporters, rode for five hours over twisting, fog-covered roads. Then, when the roads ended, they faced a five-mile walk. As they approached Armero, the mud was hip-deep.

Carnage and corpses surrounded them. Throughout the area, the roar of the eruption had been replaced by the quiet of dying.

Only 20 percent of the town's 28,000 inhabitants had survived.

Guzy and duCille sent back gut-wrenching pictures. They knew they'd be painful to print. But from a human perspective, they'd captured the truest pictures of the trauma and the tragedy of Armero. DuCille recalls, "I was shooting close-up shots of a dead baby, and all the time thinking, 'My God, this could be my son.' They were about the same age."

The Herald's pictures and stories about the devastation in Armero created an immediate, compassionate reaction in South Florida. Thousands of Herald readers brought food, clothing and medical supplies to local fire stations. Eventually, twelve truckloads of relief supplies were sent to Colombia.

Carol Guzy and Michel duCille won the 1986 Pulitzer Prize for Spot News Photography.

The Miami Herald had sent two reporters and two photographers 1,500 miles to get the story. A chartered jet had to be used to get the pictures back to Miami before deadline. In all, it was a herculean feat.

By comparison, no other news organization's coverage came close to the Herald's.

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Constance Casey

To learn how one person became a crackerjack book editor, read on

BY MARY A. ANDERSON
presstime staff writer

Shortly after Constance Casey signed on with the San Jose Mercury News to start a book section in 1983, she found that she had something less than clout with East Coast publishing houses.

"I couldn't get (a review copy of) Norman Mailer's *Tough Guys Don't Dance* to save my life," says Casey, who eventually went to a bookstore and paid for it.

Soon enough, Casey made her name—and her newspaper's—known to book publishers. In 1984, she won a position on the board of the prestigious National Book Critics Circle, whose annual awards make careers.

"Where I had previously called up and been shunned, now people say, 'Oh, yes.' Now I'm on the 'A list' for galleys," she says.

Casey, once so daunted by the prospect of an English major in college that she chose another course of study, is making her mark on the national literary scene.

"She's an absolutely engaging person who, by sheer force of personality, has made the San Jose Mercury News known in the New York book world, and that's very, very hard to do for a paper outside of a major city," says Nina King, book editor of Newsday in Long Island, N.Y., and president of the National Book Critics Circle.

That personality also makes her "one of the most persuasive people I know on the (NBCC) board of directors when we're debating our book award choices every year," King says. "At times, I think she's turned obscure books into serious contenders by her advocacy."

Fellow board member Joel Conarroe, president of the John Simon Guggenheim Foundation, calls Casey an "elegant and witty presence" and "a rare combination of sophistication, good sense and kind of an irrepressible good humor," in contrast to some of her "prickly" eastern counterparts.

When Casey talks about books, it is with a sense of discovery.

"If there's a Higher Power, if there's a mission, that a book editor has, it's to find books that are extremely good. When you find one, it's news."

The four to six-page Sunday section Casey single-handedly produces "is regarded on the (West) Coast as being one of the best book sections," says John F. Baker, editor of Publishers Weekly.

She also writes a regular column and prepares other features for the section—that is, when she is not opening 100 jiffy bags a day when books flood in during the peak publishing months of March, April, September and October.

As if that were not enough, Casey, 41, who is also the mother of two young sons, listens to Books on Tape during her 114-mile round-trip commute. Except on Friday, the "reading day" she wrested from her editors, she drives to her job in San Jose from the Victorian home she shares with her medical-researcher husband in San Francisco's Haight-Ashbury district.

As for many book editors, Casey's automatic stature in literary circles sometimes can bring her professional and personal lives too close for comfort.

Next year, her elder brother, novelist John Casey, publishes his latest work, a trilogy. "I don't know what I'm going to do. I think I'll find a reviewer who doesn't know him and doesn't know me, and put in a box" stating the relationship between author and book editor, she says. "But if it's a pan, it's going to be a hard decision."

They and three other Casey siblings grew up in Washington, D.C. Their late father, Joseph Casey, was a Democratic congressman from Massachusetts during the New Deal years. Their mother, a Democratic Party activist, still resides in Washington, D.C.

After earning a bachelor's degree in American studies from Barnard College, she worked for one and one-half years for Congressional Quarterly magazine. In 1970, she and her husband moved to San Francisco for his career. It was there that her lifelong passion for reading and writing set her upon a new career path. Because of the prominence gained through free-lance writing and reviews in the San Francisco Review of Books, her name was the first on many lips when the Mercury News sought in 1983 to expand its Sunday book page.

A distinguished book review had become a competitive necessity, says Mercury News Executive Editor Robert D. Ingle, because well-educated San Jose had become one of the best book markets in the country, now ranking as the nation's fifth or sixth largest.

Even though the budget only allowed for a part-time book editor for the first two years, Ingle says Casey "came in and literally organized things from the ground up and began recruiting reviewers."

"She had to put her chin out there and put us on the map, and I think she has done a remarkably good job at that," he says.

"California is an extremely rich area to recruit reviewers from," Casey says. "Right now, I'm trying to find some hitherto unused talent in California." She acknowledges, however, that some of her favorite reviewers are from the East and other regions.

Casey also manages to write a regular column—"an enormous achievement, when you are putting a section together," says Rebecca Sinkler, deputy book editor at The New York Times.

And, not surprisingly, she has some book ideas of her own. She has two collections of index cards "that might be two different novels," probably mysteries.

What would Casey recommend for the busy newspaper executive with time for perhaps one or two books on vacation?

In fiction, it would be the same two books she's pushed for the past 15 years: *Mrs. Bridge* by Evan Connell, "almost the perfect book," about a Kansas marriage; or *The Wife of Martin Guerre* by Janet Lewis, "another masterpiece."

Her non-fiction picks are *The Making of the Atomic Bomb* by Richard Rhodes and *The Fatal Shore* by Robert Hughes. The latter she calls "an amazing book. It has an awful lot of flogging in it." She says, only partly in jest, that the book would show executives "what management techniques not to follow. . . . Whipping people does not get you what you want." □

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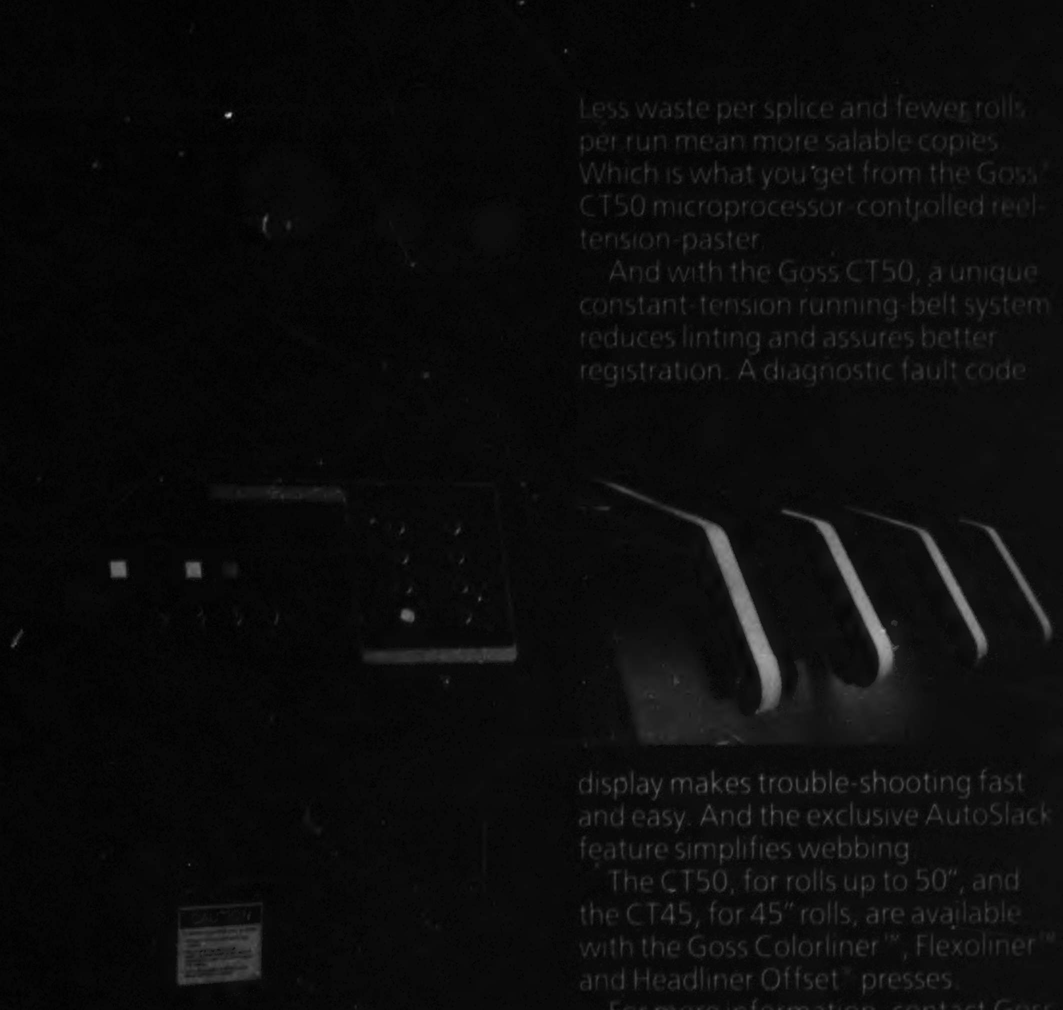

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The Press Is in Danger Of Manipulation When It Quotes Anonymous Sources

BY RICHARD SCOTT MOWRER

Richard Scott Mowrer

Whatever happened to "who"? Journalists used to be expected to point out who, what, when, where and why in their stories. Now, with increasing frequency, they are attributing their information to unidentified sources. Why aren't they named? Just who are they?

Time was when the current practice of printing statements by people willing, often eager, to disclose something on condition of anonymity would have been unacceptable. With a few exceptions, journalistic standards would not have permitted it.

This is no longer true. Major newspapers today seemingly have no qualms about quoting people who shun accountability for what they say.

The trend gained momentum in the early 1980s. At first, journalists evidently felt a bit uncomfortable about citing anonymous sources. They felt constrained to explain why they didn't name names. So, in the course of two days in November 1981, readers of The New York Times were treated to these phrases:

"Several State Department officials, who spoke only on the condition that they not be identified. . . . A senior Administration official who also refused to speak for attribution. . . . A State Department official who refused to be identified. . . . An official at Toyota, who refused to be identified. . . . The envoys, Asian and Western, who would not allow their names to be used. . . . According to officials who asked not to be identified. . . . High officials in both the State and Defense departments who spoke on the understanding that they would not be named. . . . Senior participants in the administration's deliberation who also spoke on the basis that their names not be used. . . . Several people close to the situation, all speaking only on condition that their names not be used. . . ."

This made for bumpy reading. Since then the going has been easier because, more and more, the justification for not naming the individuals cited is being dropped. An Aug. 8, 1985, dispatch from Washington in The New York Times featured a cascade of unnamed "officials" and "sources"—15 in all. Smooth reading, perhaps, but certainly cause for raised eyebrows.

Preserving anonymity cannot be outlawed entirely. There are legitimate cases in which a source has good and valid reasons for wishing to keep his or her identity secret, and a good reporter will recognize them and act accordingly.

But the exception has become the rule, and the implications are alarming. By accepting a trade-off—a story in return for the promise of anonymity—the media risk being used by those who, for whatever reason, seek to influence public opinion.

Unquestioning acceptance of source anonymity by the press is a boon for politicians and bureaucrats who seek to manipulate the news. They leak what they want, withhold what they want and aren't accountable. They can make accusations, destroy careers and remain hidden behind the cloak of anonymity. One has to wonder about their motives. The public, meanwhile, is denied the ability to judge the value of the source.

The media, too, can be hurt. Last Aug. 25, The Wall Street Journal published a front-page story to the effect that the United States and Libya were on a collision course, and another bombing of the North African nation was in the offing. The story cited sources on 34 occasions but identified none by name. The report turned out to be a dud, leading to charges that it had been planted as part of a disinformation operation.

The lesson to be learned is clear: Information provided to the media on condition of anonymity should be suspect from the start. The proferred disclosures should be noted and confirmation sought elsewhere, even if this takes more time and work. There is a lot to be said for the dictum, largely ignored today: Check it out. As a journalism professor told The Wall Street Journal: "Suspect everything. If your mother tells you she loves you, check it out."

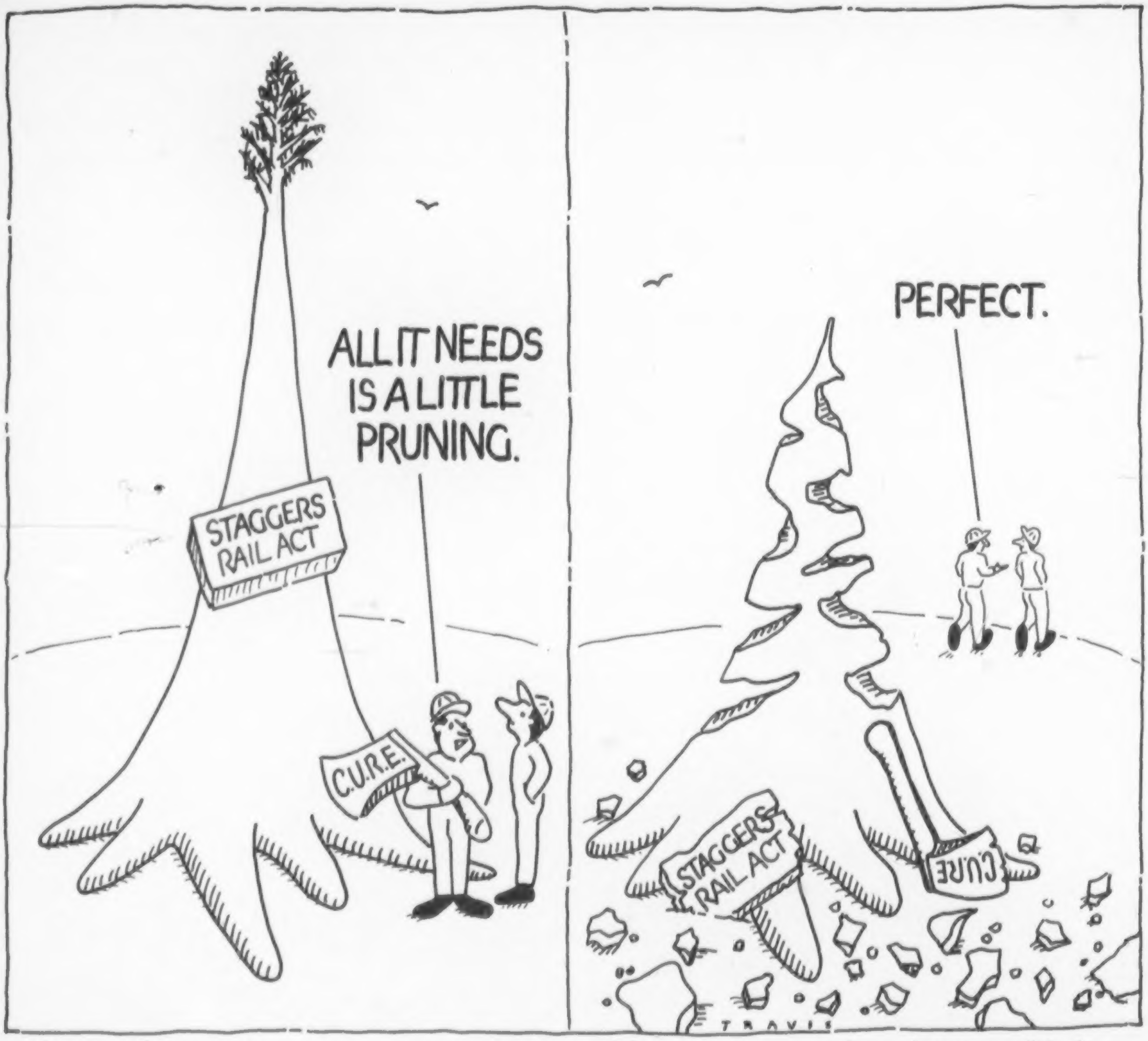
Weird as it may seem, there are spokesmen who seek anonymity, possibly just to be in tune with the times. Thus, according to The New York Times of July 18, 1983, "a spokesman for Newsweek, who asked not to be identified, said (George Will's) column would continue in that publication."

The Times of Sept. 27, 1982, disclosed that "today an Administration spokesman, who asked not to be identified, said the number of people estimated to have died in the massacre (in the Shatila and Sabra refugee camps in Beirut) was 'now around 600.' "

Then there's the case of the two unidentified officials, one in Washington, the other in Greece, slugging it out in anonymity. The Times of July 4, 1984, reported from Athens: "Unidentified officials of the Reagan administration made the assertion (that Greece was lax in fighting terrorism) in press briefings last week. The Greek official, who himself asked not to be identified . . . denied the assertions."

Fittingly, the correspondent who filed the dispatch wasn't identified, either: The story carried no byline. □

Mowrer, a newspaper reporter and free-lance foreign correspondent from 1934 until 1976, lives in Chocorua, N.H. This article appeared previously in The Globe and Mail of Toronto and in the Manchester (N.H.) Union-Leader.



Some people just can't seem to let a good thing stand.

Take the Staggers Rail Act of 1980—one of the most successful pieces of legislation in history.

A group called Consumers United for Rail Equity (C.U.R.E.)—backed primarily by the coal and utilities industries—wants to take an ax to the Staggers Act.

They don't say that, of course. They say they want to "perfect" the act..."reform" it..."fine-tune" it.

But if you read the legislation they have proposed, you will quickly see that, in critical areas, they want to reimpose the same stifling regulation—and more—that almost destroyed the railroads.

Never mind that most railroad customers—87 percent of those questioned in a recent survey—are happy with the Staggers Act and don't want it changed. Never mind the observable fact that the partial deregulation provided by the Act brought the railroads back from the brink of disaster, resulting in efficiencies and improved service for all who use rail.

Never mind, even, that the freedom to set rates and make contracts with less regulatory interference did not result in massive rate increases.

Many rates—coal and grain rates in particular—have gone down in recent years.

The interests represented by C.U.R.E. think they can use federal and state governments to lower their rates still further.

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If C.U.R.E. succeeds, other shippers and the public as a whole will pay the price. In higher rates. Declining service. And, ultimately, in a railroad industry back on the brink of collapse.

To us that goes far beyond pruning and fine-tuning. And if you're a journalist covering this story, you'll find the facts for leaving Staggers intact are much more powerful than C.U.R.E.'s assertions for chopping it to bits.

To get facts, write Media Information, Association of American Railroads, 50 F St., NW, Washington, DC 20001, Dept. 712. Or if you're against a deadline, call (202) 639-2555.

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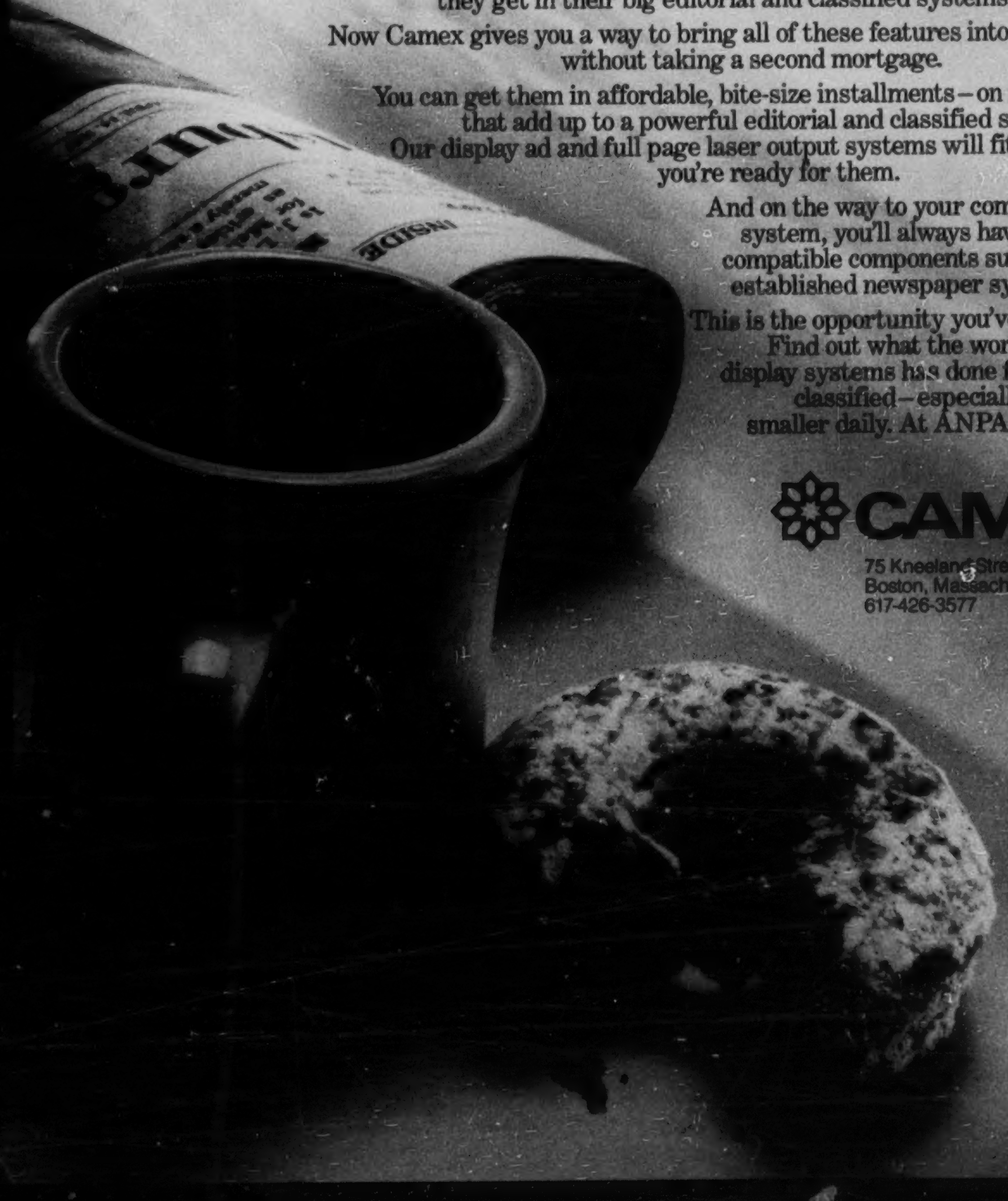

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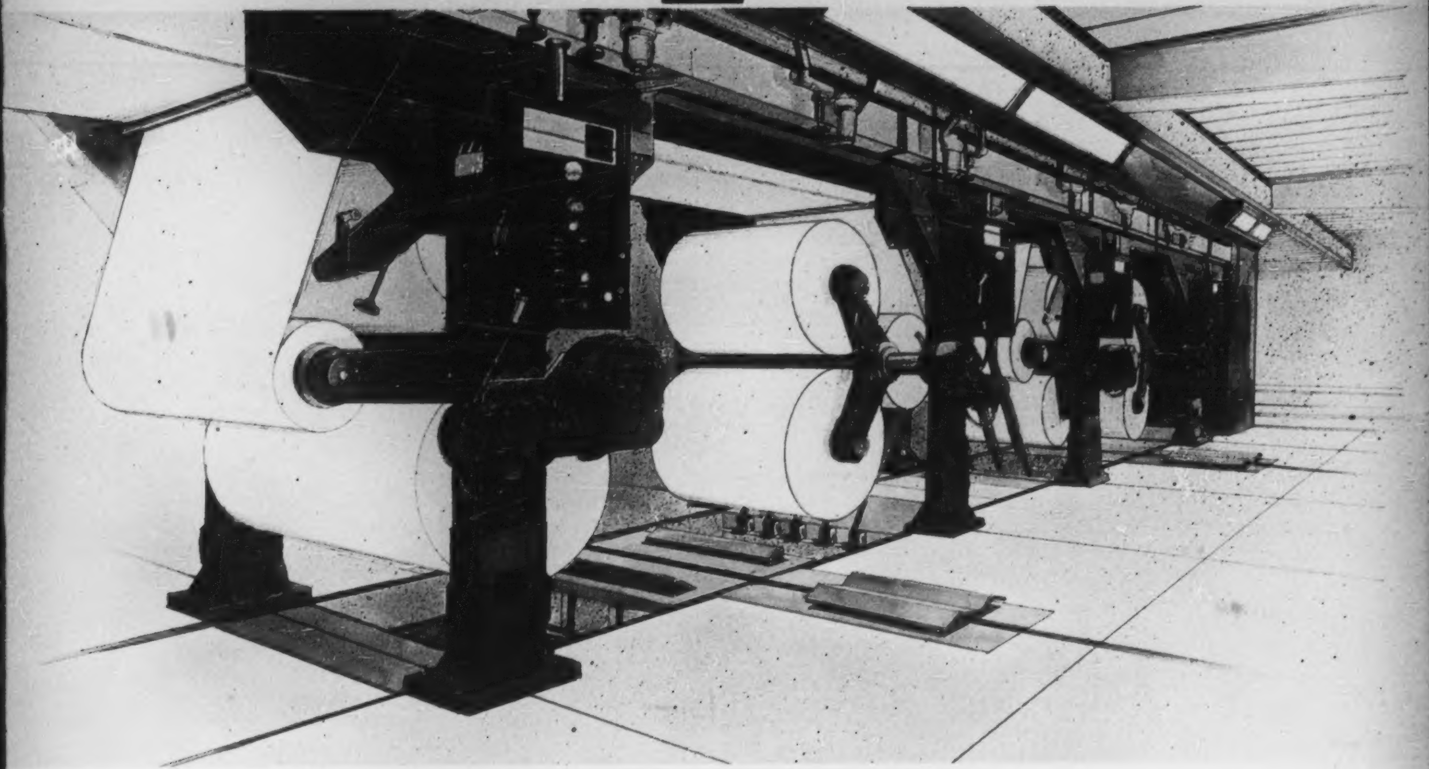

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COURTS

Arbitration of libel cases explored

Three University of Iowa professors have started interviewing parties in libel cases for participation in a nationwide experiment to resolve libel suits outside the courts and without financial awards.

It's all part of the school's two-year Libel Research Project, which, supported by a $158,000 grant from the John and Mary R. Markle Foundation, seeks to redress grievances by arbitration in 30 or more cases that otherwise would be litigated seriously [**presstime**, April 1986, p. 38].

In a three-year study, the trio of professors—two in journalism, one in law—reviewed hundreds of cases between 1974 and 1984, interviewing possible plaintiffs, media defendants and lawyers.

The professors concluded that libel litigation is often unsatisfactory to both plaintiffs and defendants because it is costly and time-consuming, and frequently does not address a plaintiff's key concern: the alleged falsity of a published or broadcast statement.

"There had been lots of speculation about how reform of libel law—to focus on the accuracy issue—would work," said Gilbert Cranberg, professor of journalism at Iowa and one of the three involved in the research. "We felt the best way to resolve some of these questions is to try it out."

Parties may choose to go to a settlement conference, but cases that have not been settled will proceed to an arbitration hearing, ultimately resolving the cases within two or three months, Cranberg said.

The American Arbitration Association will administer the program, providing neutral individuals to hear the disputes and to issue a finding on the questions of reputational harm and the truth or falsity of challenged statements.

The most likely remedy is some form of publication of the arbitrator's finding, but the outcome is open, Cranberg said.

The Iowa professors will select the cases from those brought to their attention by the parties involved, libel insurers or other sources.

To take part in the program, both parties must sign a submission agreement to abide by the decision of the arbitrator—waiving the right to litigation and appeal—and to forgo monetary damages. ☐

LEGISLATION

ANPA opposes decree change

ANPA opposes a Justice Department recommendation to remove entirely the information-services restriction imposed in the AT&T consent decree, a Senate panel was told April 30.

"There have been no changes in the market that would justify this sweeping reversal of policy by the department, just three years after divestiture," said Robert M. Johnson, then vice chairman and now chairman of the ANPA Telecommunications Committee.

Testifying before the Judiciary Committee's Subcommittee on Antitrust, Monopolies and Business Rights, Johnson reiterated ANPA's position that owners of monopoly telephone transmission facilities should not be allowed to own or control the information that flows over those facilities. Johnson is president and publisher of Newsday, Long Island, N.Y.

Subsequently, on May 22, ANPA filed comments with U.S. District Judge Harold H. Greene restating its opposition to lifting the information-services restriction.

It added, however, that the BOCs can help facilitate the developing electronic publishing industry by making improvements in local exchange services that might include some "low-level" or "mid-level" information services. It asked Greene to consider requests for waivers or clarification of the restriction on a case-by-case basis where the BOC "can show that the service does not involve any control over or interest in information content, is subject to effective safeguards, and is necessary to improve network service" [**presstime**, April 1987, p. 45]. ☐

LEGISLATIVE NOTES

- ANPA will study the possibility of seeking a **newsprint exemption** from a proposed duty of up to 1 percent on all imported goods.

The import tax is contained in trade legislation (S 490) approved May 7 by the Senate Finance Committee.

- Under a bill approved May 15 by the Senate Committee on Labor and Human Resources, businesses would have to give up to 180 days' **advance notice of a planned shutdown or layoff** if 50 or more workers are affected.

S 538 requires notice be given to employee representatives, the state dislocated-worker unit and the chief local elected official. A companion bill is before a House committee.

- A bill that would require the federal government to identify and notify workers at risk of **occupational disease** passed the House Education and Labor Committee May 19.

HR 162 would establish a risk assessment board within the Department of Health and Human Services to identify categories of workers at risk so they could be notified.

ANPA to file friend-of-court briefs

ANPA will file friend-of-the-court briefs in two cases the U.S. Supreme Court has accepted for review and one in which review is sought:

- *Hustler Magazine v. Falwell*, in which Hustler magazine publisher Larry Flynt is appealing a $200,000 jury award to evangelist Jerry Falwell for "intentional infliction of emotional distress." ANPA will join Richmond (Va.) Newspapers and The Free Lance-Star Publishing Co. of Fredericksburg, Va. [**presstime**, April 1987, p. 40] in supporting Flynt's case, which the Supreme Court has accepted for review.
- *City of Lakewood v. Plain Dealer Publishing Co.*, in which the court will hear an appeal filed by Lakewood, Ohio, concerning its newsrack ordinance.

A lower court ruling had struck down part of the city's ordinance governing permits, design and insurance for newsracks but had upheld Lakewood's ban on newsracks in residentially zoned areas.

- *Lee Enterprises v. Sible*, in which the media company is seeking reversal of a libel decision by the Montana Supreme Court. That court reversed a trial jury's unanimous finding that the Lee-owned Missoulian of Missoula had not displayed actual malice in reporting a sheriff's investigation into alleged theft by a deputy. ☐

Gannett asks rehearing of new ruling in New Mexican case

Gannett Co. is seeking a rehearing of a case in which a federal appellate court ruled April 29 that control of The New Mexican in Santa Fe be returned to former owner Robert M. McKinney.

In the latest round of a nine-year battle over control of the paper, a three-judge panel of the 9th U.S. Circuit Court of Appeals upheld a lower court's decision that control should revert to McKinney for the remaining eight years of his initial 10-year contract with Gannett.

Thomas Chapple, attorney for Gannett, said he expected a decision by the end of May on the company's petition for the full appeals court to rehear the case. If its request is denied, the company will seek reconsideration from the three-judge panel that originally upheld the lower court.

McKinney sold the newspaper to Gannett in February 1976, under a 10-year agreement that he would remain in charge of business, operations, news and editorial policies for the first five years and remain in charge of news and editorial policies for the second five [**presstime**, Jan. 1984, p. 35].

McKinney filed suit two years after the sale, alleging that Gannett violated the terms of the contract. In 1980, a jury found that Gannett had breached the contract but dismissed a fraud claim. □

Court urges 'finer tuning' in gag cases

The full 1st U.S. Circuit Court of Appeals has issued a cautionary "addendum" to an earlier decision clearing The Providence Journal and its executive editor of a criminal contempt-of-court conviction for violating a gag order.

It affirmed the Dec. 31 ruling of the same court's three-judge panel. But the *en banc* opinion said that some "finer tuning" would "minimize the disharmony between respect for court orders and respect for free speech."

The court expanded upon the panel's warning that publishers should seek an emergency appeal of any gag order before violating it.

The panel had held that a lower court's order prohibiting the Journal from publishing information about a reputed organized crime figure was "transparently invalid" [**presstime**, March 1987, p. 48], and therefore the newspaper could not be held in contempt for violating it. □

C. David Rambo

Reviewing rate package are (from left) ANPA's Tonda F. Rush, ANPA Director Donald E. Newhouse, Maguire and ANPA Postal Committee Chairman Sandra Hardy.

Third-class hit hardest in proposed rate package

The cost of third-class mail will go up significantly if the Postal Rate Commission approves new rates recommended by the U.S. Postal Service.

More modest increases are proposed for second- and first-class.

In the rate-increase request announced May 5, the USPS Board of Governors proposed increasing by 22 percent the category used for most shared-mail pieces: carrier-route presort.

However, other increases for categories used by third-class mail in direct competition with newspapers would increase much more. The category allowing mailers as little presorting as possible would go up 32 percent. An intermediate category called the "five-digit" sort would increase 31 percent.

The Association in late May was analyzing the proposed new rates, which came in a nearly foot-high bundle of documents weighing about 16 pounds. But Vice President/General Counsel W. Terry Maguire said, "We think the proposal of the Postal Service is headed in the right direction with respect to many of the third-class rates."

Maguire expressed concern that the proposal for a first-class stamp costing a quarter is "still too high in the context of fair postal rates." ANPA long has contended that third-class rates are too low in relation to first-class, maintaining that if third-class were higher, first-class could be lower.

ANPA will intervene in the rate case to protect its postal interests, Maguire said.

Third-class mailers took sharp exception to the new rate package. "The third-class increases seem intolerably high," said Herb E. Gertz, chairman of the Third Class Mail Association and vice president of Donnelley Marketing in Chicago.

Among proposals for second-class are three increases and a decrease. The increases are: from 9.1 cents to 10 cents per-pound in-county; from 3.1-4.9 cents to 3.3-5.5 cents per piece in-county; and from 3.8-12.3 cents to 5.7-15.1 cents per piece outside of the county of publication. The decrease proposed is from 11.8-28.9 cents to 10.3-23.7 cents per pound outside of the county.

The governors said higher rates are needed because of increasing revenue needs of the Postal Service [**presstime**, May 1987, p. 62]. □

Change benefits TMC

Many newspapers no longer must quarterfold their total-market-coverage publications in order to use advantageous third-class rates, thanks to a change in size restrictions that took effect May 31.

Pieces mailed in the third-class carrier-route-presort category now may be no larger than 11 3/4 by 14 by 3/4 inches; the previous limit was 11 1/2 by 13 1/2 by 3/4 inches, causing many papers to have to quarterfold before putting copies into the mailstream [**presstime**, May 1987, p. 62]. □

ANPA supports Pacific Bell plan

The Federal Communications Commission should allow Pacific Bell to experiment with a new transmission technology without requiring full compliance with FCC rules guarding against anticompetitive behavior, ANPA said in comments filed with the commission May 15.

But in separate comments filed the same day, the Association said the agency should not approve a request by Bell Atlantic for permission to offer a voice message storage service until the company fully complies with anticompetitive safeguards.

Bell Atlantic is one of the seven regional Bell operating companies. Pacific Bell is a subsidiary of another BOC, Pacific Telesis. They are subject to regulation by the FCC to ensure that they do not restrain competition or improperly subsidize new computer-related ventures with revenues from their basic telephone service.

Pacific Bell's request relates to its proposed one-year trial of a technology called "Victoria" that would allow telephone lines to be used for access to electronic services at the same time they are being used for regular voice calls.

On March 20, the FCC staff said Pacific Bell must comply with the commission's rules and establish separate accounting and administrative procedures for the equipment to be placed in customers' homes during the test.

ANPA supported Pacific Bell's appeal of that decision. In its comments, the Association said it "believes that the possibility of anticompetitive harm from such a limited test is relatively small compared to the potential technological benefits that may result."

On the other hand, ANPA said there are several shortcomings in the plan filed by Bell Atlantic, including failure to propose ways to minimize costs for potential competitors offering similar services. □

Report mailed

"Connections II—New Tools for Managing Telecommunications," a report summarizing an ANPA seminar on managing telephone systems, will be mailed this month to member newspapers. □

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Despite jail sentence, Cardenas goes to FIEJ to receive Golden Pen

Chilean magazine editor Juan Pablo Cardenas was expected to receive in person the 1987 Golden Pen of Freedom award from the International Federation of Newspaper Publishers, or FIEJ. This, despite the fact that Cardenas, editor of Analisis, once again was sentenced to jail on charges that he defamed Chilean President Augusto Pinochet.

According to FIEJ Director Timothy Balding, Cardenas left Chile within 24 hours of imposition of the 18-month sentence by the Supreme Court of Chile and planned to go to Helsinki, Finland, to receive the award May 24 during FIEJ's 40th Congress.

"We are pleased and we hope that the spotlight of publicity on the prize award in Helsinki will perhaps make the Chilean authorities see reason and revoke the sentence," he said.

Balding added that he was told that Cardenas' lawyers are continuing to work on his defense and that he planned to return to Chile.

Earlier in May, ANPA had sent a cable to Pinochet seeking revocation of Cardenas' sentence, saying the journalist's absence from the FIEJ meeting would be "noted worldwide." It pointed out that the award was being given "specifically to recognize Cardenas for his troubles resulting from his determination to express opinion."

According to Leonard A. Kusnitz, a regional affairs officer at the State Department, a Chilean newspaper reported May 15 that Cardenas had been sentenced to 541 days in jail by the "second courtroom" of the supreme court. That sentence can be appealed, he said. Cardenas' original sentence of three years' night custody had been overturned by an appeals court [**presstime**, May 1987, p. 66]. □

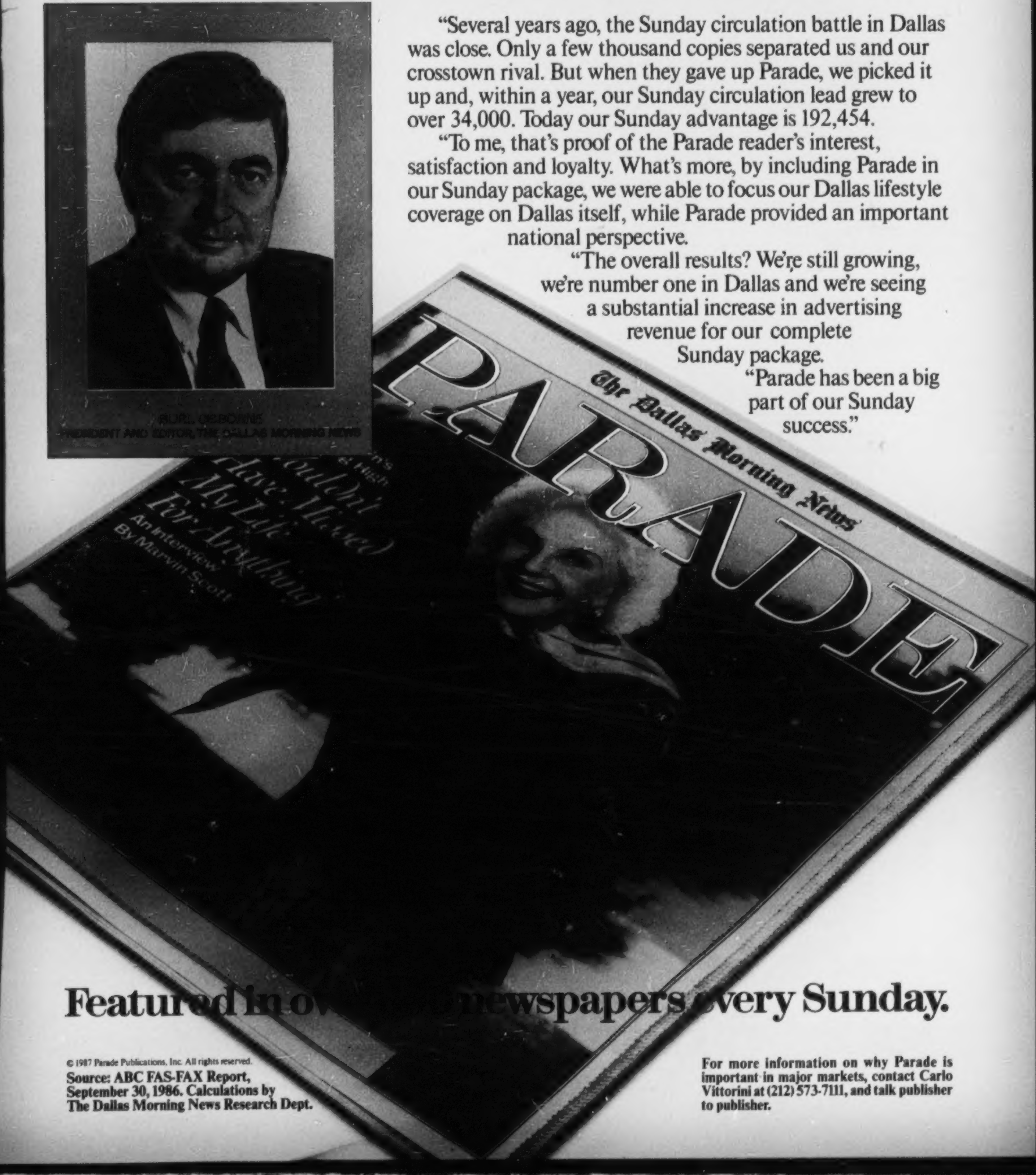
La Prensa raided over one-page flyer

Nicaraguan security agents April 30 raided the plant of La Prensa in Managua after the long-closed opposition newspaper published a one-page flyer greeting members of the World Interparliamentary Union meeting there. The flyer urged "the Free World and the democrats who are visiting us join the clamor of Nicaraguans who demand freedom of the press."

The newspaper noted that it had been shut down by the Sandinista government 306 days earlier. □

Publishers on Parade

What changed in Dallas when Burl Osborne added Parade to his Sunday package?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PRESIDENT AND EDITOR, THE DALLAS MORNING NEWS

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An Interview By Marvin Scott

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"The overall results? We're still growing, we're number one in Dallas and we're seeing a substantial increase in advertising revenue for our complete Sunday package.

"Parade has been a big part of our Sunday success."

Featured in over [illegible] newspapers every Sunday.

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Source: ABC FAS-FAX Report, September 30, 1986. Calculations by The Dallas Morning News Research Dept.

For more information on why Parade is important in major markets, contact Carlo Vittorini at (212) 573-7111, and talk publisher to publisher.

Florida high court studies tax on advertising while newspapers, other media await impact

At the request of Florida Gov. Bob Martinez, the Florida Supreme Court will issue an advisory opinion on the constitutionality of the new law that would apply the state's 5-percent sales tax to professional services, including newspaper advertising and circulation.

Oral argument is scheduled for June 22, with an opinion expected by the end of the month. The Florida Press Association is one of many industry groups filing briefs with the court opposing the new taxes.

What impact the opinion will have is unclear because of its advisory nature. But it would at least indicate prospects for success of lawsuits seeking to invalidate the tax, which is scheduled to go into effect July 1.

Barry Richard, one of several lawyers representing media interests, said if the Supreme Court believes the law is seriously deficient, "I'm sure the state would make no attempt to collect (the tax), and no one would pay it. So I think it will have the practical force of law."

As part of a last-ditch effort to derail the tax, several advertising associations commissioned a study, assisted financially by ANPA, into its adverse effects on the Florida economy. Conducted by Wharton Econometrics Forecasting Associates, the study projected $2 billion in lost personal income because of decreases in retail sales and tourism, and 46,000 lost jobs by 1989. (Those figures were based on the assumption that the tax would not cause advertising to leave the state.)

Florida newspaper executives, while expressing concern about the tax, tended toward optimism when addressing a group of financial analysts in New York City in early May.

"We expect some impact on the bottom line, but we don't know how much," said Richard G. Capen Jr., publisher of The Miami Herald. "Advertisers will cut back, but it's important to keep in mind the battle is not over."

Thomas P. O'Donnell, publisher of the Fort Lauderdale News and Sun-Sentinel, said he expects the tax will "impact our revenues by about a 1-percent overall factor, with less than 1 percent in increased expenses."

"I think advertisers would probably try to stay and do business there than pull out based on the 5-percent tax," he said.

The impact of the ad tax on The New York Times Co.'s Florida newspapers is "not clear but expected to be negligible," said company President Walter E. Mattson at the analysts' meeting. He predicted advertisers would cut back to the same degree as they would in response to a rate increase.

As for circulation, newspapers are planning various approaches to collecting the tax.

O'Donnell told the analysts that the Fort Lauderdale papers probably will absorb the tax on single-sale copies, and they expect no impact from adding the tax to subscribers' bills in small increments.

The New York Times Co. plans to absorb the tax on circulation, said Mattson. "We feel it's more profitable to increase circulation than to increase prices," he said.

So far, Salomon Brothers of New York City stands alone in downgrading stocks of newspaper and some other media companies with properties in Florida [**presstime**, May 1987, p. 62].

Another analyst, Curtis L. Alexander of Mabon, Nugent & Co., sounded a positive note. In that firm's newsletter, he reported, "We believe the risks are overstated, that the tax, if imposed, will be tantamount to an across-the-board 5 percent ad rate hike, and that advertisers will continue to advertise and media companies will continue to capitalize on this, chalking up hefty earnings gains."

However, Proctor & Gamble Co. and Clorox Co. have announced plans to pull print, television and radio ads from Florida media, with some other consumer product companies expected to follow.

Meanwhile, a number of groups have canceled meetings in Florida in protest of the tax, including the National Association of Broadcasters, the Association of National Advertisers, the Magazine Publishers Association and NBC. ☐

Libel capped by tort laws

About half of the tort reform measures considered by state legislatures this year would assist libel defendants by establishing limits on punitive damages, caps on noneconomic damages, or remedies for frivolous litigation, the Libel Defense Resource Center concluded in a recent survey.

Based on responses from press contacts in 34 states, the LDRC survey found that 32 have been considering tort reform this year and 17 of those considered broad legislation that could assist libel defendants.

These efforts "provide a rare opportunity for publishers to achieve some degree of relief from at least the most notorious excesses of libel litigation," LDRC General Counsel Henry R. Kaufman said in a memo to newspaper association managers.

But some of the proposals have drawn fire from the press. One measure, passed by a large margin of the Illinois House of Representatives May 22, aims to be the nation's first "restoration of reputation" law. Press interests vehemently oppose the bill, even though it would eliminate damage awards in some cases. The bill is before the Illinois Senate.

If the bill is enacted, libel plaintiffs could opt for trial to determine the truth or falsity of a news account—with no proof of malice or recklessness required. In the case of a report found to be false, a news organization either would have to run a retraction called a "judicial declaration of falsity" or pay a fine.

Most of the other 1987 bills have been broad-based and did not mention libel.

But media interests want to "ensure that there are no provisions in the legislation that would deny libel defendants the same type of relief as other tort parties," said Kevin Grant, ANPA state relations coordinator.

Press groups in Oklahoma, Iowa, Missouri, California, Illinois and Pennsylvania have been the most active in seeking reform to benefit libel defendants, Grant said. ☐

Phone tax takes toll on newspaper

A 10-percent tax on businesses' interstate telephone calls, approved May 15 by the Los Angeles City Council, will take a large toll on the city's biggest daily newspaper.

The Los Angeles Times, a heavy user of long-distance telephone services, will pay "close to $100,000" a year in tax, estimated Robert D. Hynes, telecommunications engineering manager.

The tax takes effect July 1. It will make Los Angeles the only major U.S. city to tax interestate calls, according to an AT&T spokesman. There is concern the idea may spread to other California communities. ☐

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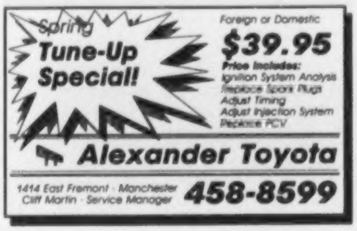
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ANPA Board increases its resolve for expanded minority opportunities

The ANPA Board of Directors passed a resolution May 2 stepping up the Association's efforts to improve opportunities for minorities at newspapers.

To implement the resolution, the Board directed ANPA staff to develop recommendations for goals and plans to be considered at the Board's September meeting.

Among the issues to be considered are: the relationship of ANPA and ANPA Foundation in the effort; whether and how to conduct an industry-wide survey of minorities; organization and support of the existing Task Force on Minorities in the Newspaper Business, of which ANPA is a member; and the question of goals.

Loren Ghiglione, chairman of the task force and publisher of The News in Southbridge, Mass., has mailed the ANPA resolution to other task force members seeking their feedback.

"Now ANPA is at a historic point, and it plans to back up its resolution with action," he wrote. "Wish lists" for action submitted by task force members will be compiled and analyzed so that cohesive recommendations can be made in September, he explained.

The ANPA resolution reads:

"Whereas, the American Newspaper Publishers Association, through its Foundation and in cooperation with numerous industry associations and the Task Force on Minorities in the Newspaper Business, is supporting programs to enhance newspaper opportunities for minority personnel and

"Whereas, ANPA, through its Board of Directors, dedicates itself to a larger direct role in support of minority participation within the newspaper industry, and

"Whereas, ANPA reaffirms its strong belief that all newspapers should continue to strengthen their efforts to foster fairness and diversity in the newspaper work force,

"Now, be it therefore resolved that

"ANPA will expand plans and strategies that encourage and aid newspapers to recruit, develop, promote and retain minority personnel." ☐

Newspapers reach out to Hispanic communities

Several newspapers produced new Spanish-language publications recently to reach potential readers in their large Hispanic communities.

Most focused on the Immigration Reform and Control Act of 1986, which went into effect May 5.

As part of its May 4 edition, the Los Angeles Times published "Becoming Legal: A Guide to the New Immigration Law," a 16-page tabloid section.

Dallas Times Herald Reprint
March 22-25, 1987
THE IMMIGRATION SCRAMBLE • EL REVOLTILLO DE INMIGRACION
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immigration
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planations.
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and
hey
ILL IT WORK?
A GUIDE TO AMNESTY • GUIA PARA AMNISTIA
BECOMING
Legal

Bilingual sections focus on new law.

The bilingual section was produced in cooperation with La Opinion, Los Angeles' largest Spanish-language newspaper, which distributed it simultaneously. The Times distributed another 900,000 copies to organizations in Southern California that are working with aliens seeking legalization and to local school districts that requested copies for students.

Both daily newspapers in Dallas got into the immigration act:

- On May 3, the Morning News bilingually published questions and answers about the immigration law as part of its long-running "Immigration '86" and "Immigration '87" series.

Although the rest of the series did not run in Spanish, Deputy Managing Editor Bob Mong said many of the installments reached the Hispanic community through El Sol, a Dallas Spanish-language paper that translated stories from both of the city's dailies.

- The Times Herald produced a series March 22-25 titled "The Immigration Scramble" that a month later was turned into a 28-page broadsheet, "A Guide to Amnesty." In the series and reprint, the newspaper carried Spanish translations of many of the articles and of "How To" guides for illegal immigrants wishing to apply for amnesty. Several thousand copies of the reprint have been distributed to public officials, government agencies, immigration attorneys, the media and individuals who have requested it, according to Associate Editor Ernie Sotomayor.

Meanwhile, The Miami Herald—whose Spanish-language edition El Herald has long provided regular news coverage—launched a publication April 29 to approach Dade County's large Hispanic population from a different angle.

El Anunciador, a free-circulation advertising product, is being sent by mail weekly to 162,000 Hispanic households. It aims to reach the estimated 60 percent of Dade's Hispanics who do not buy the newspaper.

"Our priority is to make the Herald more accessible to Hispanic readers" and "to convince Hispanics that the newspaper is important to their lives," Publisher Richard G. Capen Jr. told a gathering of newspaper stock analysts May 7 in New York City. ☐

Navajo Times publishes again

The Navajo Times of Window Rock, Ariz., resumed publication May 22 as a weekly with a $67,000 start-up grant from the tribal budget.

Willis Brown, former publisher of the Rapid City (S.D.) Journal, has agreed to act as Navajo Times publisher until the newspaper is "fiscally responsible."

Depending on the level of ad revenues, the paper may be able to publish semiweekly later this year. "In the very far distant future, I can see a daily again," Brown said.

Brown was part of an eight-member advisory committee that reviewed the newspaper's situation after it closed Feb. 19, burdened by annual losses of $700,000 or more [**presstime**, May 1987, p. 126]. ☐

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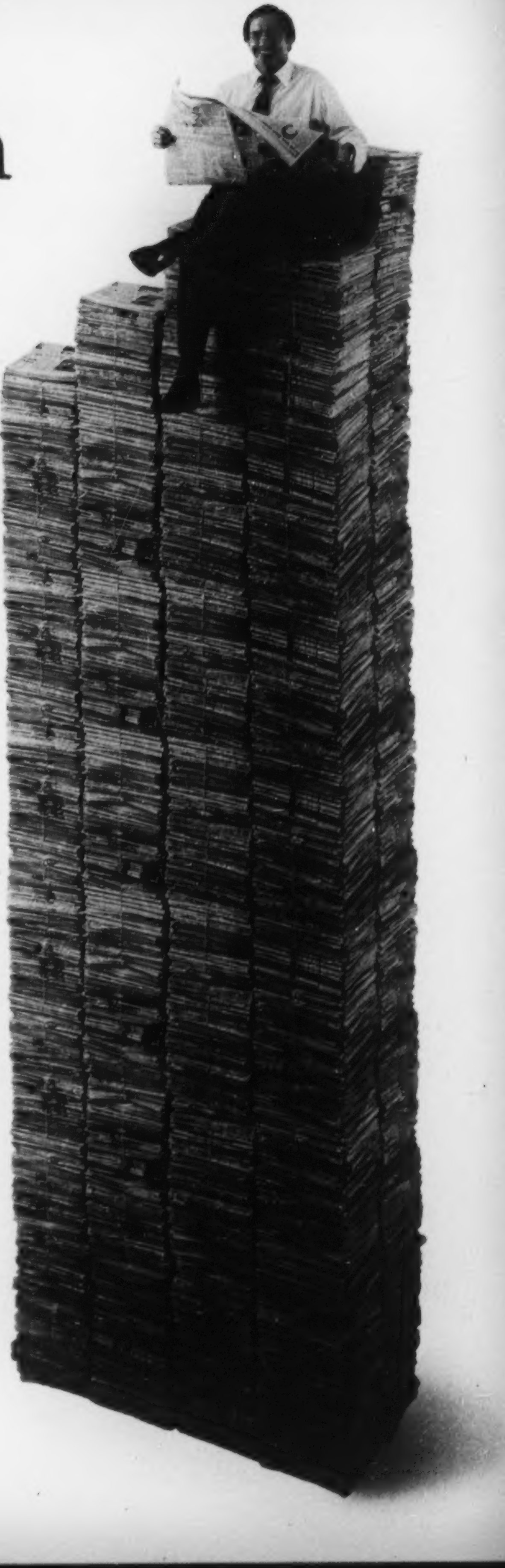

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Making headway on the literacy front

Illiterate adults who may be too embarrassed to ask for help have a friend in READ UP, a 12-week literacy course designed and carried by the Tulsa World.

In addition to the lessons in the newspaper, the program provides audio tutoring via the newspaper's telephone information service CityLine (see story, p. 24) and video tutoring on a local cable television show broadcast five times daily.

The lessons take about 20 minutes a day, regardless of the method used, Executive Editor Bob Haring said.

It is the first program in the country to provide self-tutoring aids for reading students who do not have a tutor, according to Carolyn Ebel Chandler, ANPA Foundation's manager/literacy programs.

Two control groups—15 prison inmates and a dozen welfare mothers—are being monitored as they study the lessons for the entire 12 weeks to yield some indication of the program's effectiveness.

READ UP features a short story in each weekday paper written at the third-grade level, accompanied by a brief lesson. The first week's series provided a test whereby the non-reader could find his or her reading level, identify any physical problems that may impair reading ability, and be guided to other programs if the measured level turns out to be much higher than the third grade.

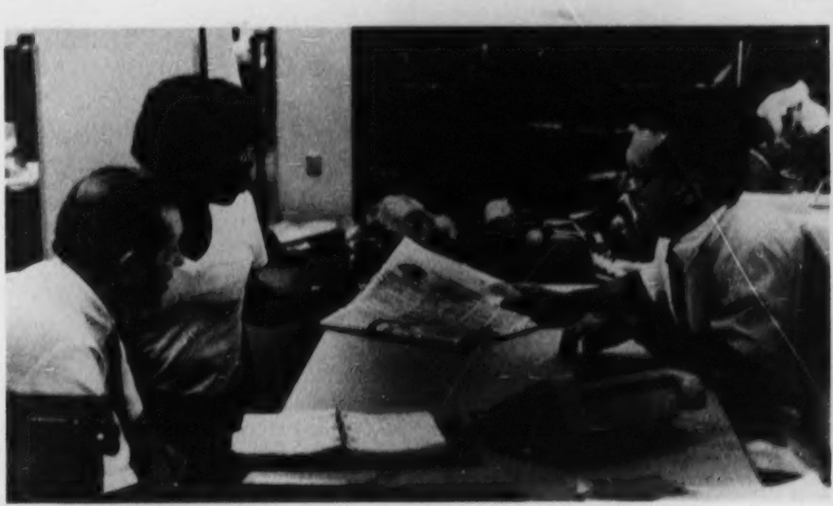
After the 12 weeks of lessons, the paper plans to issue reprints, plus tapes of the audio and video lessons. If the program proves successful, it may be repeated in fall 1988.

The paper developed the program in about three months, after having been involved in literacy projects for several years. "We tried to think of something that went a step beyond what anyone else was doing," Haring said.

In other news concerning literacy projects at newspapers:

- The Record of Hackensack, N.J. has begun a pilot program that matches employee volunteers with seventh graders who lack basic math and language skills. A bus picks up 16 students and takes them to The Record for tutoring at the individual employee's work stations. The Record claims it is the first program in the country to involve a major newspaper with in-plant tutoring.
- The Austin American-Statesman teamed up with a local television station to develop a cartoon strip, "Tex Reader." Each day the strip posed a trivia question stressing the importance of reading, and the answer was given during the evening TV newscast. The cartoon ran for a week along with public-service ads on literacy and a series on people who have overcome reading problems. Calls to the county's adult literacy council more than doubled in the following weeks, officials said.
- ANPA Foundation will hold a Literacy Creators Workshop Aug. 30-Sept. 2 to help newspapers develop programs in their communities to fight illiteracy. The workshop, limited to 20 participants, will feature presentations by national literacy organizations and newspaper executives. It will be conducted at the Xerox Training Center in Leesburg, Va. The fee, including seminar materials, meals and lodging is $500. Those interested should contact ANPA Foundation by July 1.

A list of other literacy projects conducted by newspapers is available from the Foundation's Chandler at The Newspaper Center, Reston, Va. ☐


Richard Pulliam/Tulsa World

Buck Jones (in T-shirt), 35, tells Tulsa World Book Editor Ken Jackson (left) and Executive Editor Bob Haring about his progress with READ UP.

University of Maryland opens collection from former Baltimore News-American

A newspaper may die, but its "morgue" can live forever.

Last December, The Hearst Corp., which seven months earlier had laid the Baltimore News-American to rest, donated the entire contents of the newspaper's library and other memorabilia to the University of Maryland.

On May 1, nearly a year after the paper's demise, the collection became officially available to the public, by reservation only. But much of the material, dating back to the 1870s, has not been microfilmed and is so fragile that research is limited to one relatively short period a week, said Peter H. Curtis, curator of "Marylandia" for the library and supervisor of the collection.

Curtis expects historians of Maryland to be the biggest users of the collection, along with members of the general public who want to research topics the newspaper may have covered.

A leased warehouse off the College Park campus provides more than 4,000 square feet of space for the huge collection: about 3 million newspaper clippings, about 1.1 million original photographs and negatives, and 3,000 bound volumes of newspapers.

Along with the miscellaneous books, Baltimore directories, plaques and paintings, Hearst contributed the original 15-foot aluminum eagle that adorned the News-American building and was represented in the masthead.

The collection "will be a very interesting sort of anchor for the new journalism library," completion of which is about three years away, said Reese Cleghorn, dean of Maryland's College of Journalism.

Meanwhile, curator Curtis said the university will need to raise at least $2 million for conservation of the entire collection, the bulk of which would be to preserve and microfilm the clippings. ☐

ACEJMC to open sessions; accredits 14 J-schools

The Accrediting Council on Education in Journalism and Mass Communications will open its previously closed deliberations on accreditation of schools.

The new policy, adopted at the council's semiannual meeting May 1-3 in New York City, will take effect next year for schools agreeing to the policy and in 1989 for all schools.

The council also adopted a dues formula based on the size of each member organization's budget. In the past, organizations made their own decisions on how much to give the council.

In accrediting actions, the council granted accreditation or reaccreditation to journalism programs at 14 schools.

Among them was the Medill School of Journalism at Northwestern University, which had not been sanctioned since 1982 when it withdrew its reaccreditation bid in a flap over accreditors' insistance on faculty salary information [**presstime**, Dec. 1983, p. 35].

Four schools received provisional accreditation or reaccreditation, which requires them to correct perceived deficiencies within a year or be denied accreditation.

ACEJMC denied reaccreditation to the journalism programs at three schools: the University of Wisconsin at Eau Claire, Kansas State University and St. Cloud (Minn.) University. The University of Wisconsin unit had been denied reaccreditation last year, but had appealed for and obtained provisional status last October [**presstime**, Nov. 1986, p. 51].

Three other schools with provisional status last year were granted accreditation or reaccreditation at the meeting: the University of Arkansas at Fayetteville, Murray (Ky.) State University and New York University. □

Publications, software get Foundation aid

Publications and software, recently produced with grants from ANPA Foundation, include:

- *Economic Structure and Performance of Communication Media*, a 72-page instructor's guide. Available for $6 from the author, Thomas Guback, research professor of communication, Institute of Communications Research, 222 Armory Building, University of Illinois, 505 East Armory Ave., Champaign, Ill. 61820.
- "Newspaper Management Game," a computerized game allowing players to "run" a small-town newspaper. A diskette and instructional booklet are available for $35 from Wayne Danielson, 2817 Glenview, Austin, Texas 78703.
- Materials from the Clearinghouse for Computer-Based Education in Journalism and Mass Communication at the University of Miami. For annotated list and prices, contact William R. Oates, P.O. Box 248127, Coral Gables, Fla. 33124. □

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Artists, writers drawn to new syndicate

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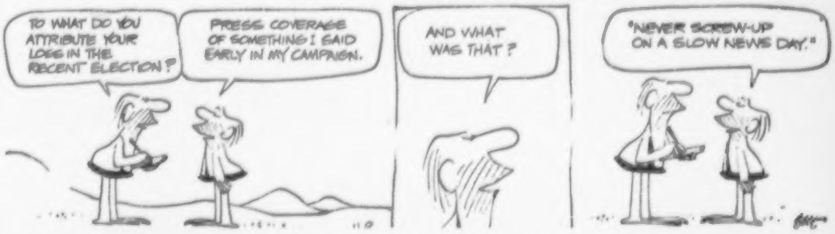
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"B.C." joins Ann Landers in stable of Creators Syndicate.

Since Creators Syndicate was launched earlier this year, it has received more than 1,300 submissions from artists and writers, founder Richard S. Newcombe said.

The syndicate has signed up artist Johnny Hart's comic strip "B.C.," formerly syndicated by North America Syndicate. Hart's other well-known strip, "The Wizard of Id," will stay with NAS.

Newcombe also said he expects to bring out a new comic strip by a well-known comic-strip artist. It will be available the latter part of June, he said.

Creators has agreed with the makers of "My Weekly Reader" to distribute a children's news service shortly, he said.

In addition, Newcombe said former President Richard M. Nixon has asked Creators to syndicate his book, *1999*, which is scheduled to be published next February.

Newcombe started the syndicate with the concept that artists should retain the rights to their own material and the names of their comic strips—a right that artists often sign away when they affiliate with other syndicates.

Asked why a cartoonist can't leave and start a new comic strip, Newcombe said some of the best cartoonists have tried just that and failed.

Newcombe scored a coup when Ann Landers switched her personal-advice column to Creators Syndicate [**presstime**, March 1987, p. 56]. Landers' home newspaper, the Chicago Sun-Times, has been seeking an advice-column successor since Landers jumped to the Chicago Tribune in March.

Her old contract expired with the sale of the News America Syndicate to The Hearst Corp., which renamed it North America Syndicate. ☐

Columbia Features plans expansion

The new owner of Columbia Features syndicate said plans for expansion include adding at least two columnists and two young, relatively unknown editorial cartoonists.

"We were looking for young guys who are going to develop into big names," Robert R. Ferguson said of the cartoonists he will begin syndicating. "Nobody ever heard of them," but the cartoonists—whom he did not identify—are talented people who currently work for "very small" newspapers, he said.

New York-based Columbia Features was founded in 1953 by Joseph Boychuk, from whom Ferguson purchased controlling interest in April. It sells 14 features to about 160 newspapers, Ferguson said. Offerings include "Today's Line," which gives odds on major sports, and a New York Post sports column by Dick Young. ☐

Daily color 'Peanuts' is catching on

An estimated seven to 10 newspapers have begun running the daily "Peanuts" comic strip in color since it was first offered in that form April 20, a United Feature Syndicate official said. Another 10 newspapers are "thinking about it," added Maureen A. Lysaght, assistant sales manager.

Among newspapers carrying the first-ever daily color comic are The Tacoma (Wash.) News Tribune and the Tampa Tribune [**presstime**, April 1986, p. 51]. ☐

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Advo sues over syndicated research flap

A controversy over whether Advo-System Inc. should be able to buy syndicated newspaper research—and at what price—has resulted in Advo's filing an antitrust lawsuit against The New York Times Co.

The direct-mail firm, which is a chief competitor of newspapers for preprint advertising dollars, seeks punitive damages of $1 million plus other damages and costs.

Leonard Harris, spokesman for The New York Times Co., said the firm would not comment on pending litigation.

Advo named a number of "co-conspirators" who are not defendants but who are being dragged into the picture nonetheless. They include various unnamed newspapers, newspaper-business associations, Scarborough Research Associates, Simmons Major Market Research Inc., the Newspaper Research Council/International Newspaper Advertising and Marketing Executives Syndicated Research Task Force, and others "whose identities are at this time unknown to plaintiff."

Advo, which has headquarters in Windsor, Conn., filed the suit in U.S. District Court in Hartford. It alleged various violations of federal and Connecticut law, including using "unfair methods of competition and unfair acts or practices."

The company claimed that a Times Co. executive acted in violation of antitrust laws to block Advo's purchase of soon-to-be-released research data at "competitive" prices.

The executive named in the suit is Jack Vernon, vice president, group marketing, of The New York Times Regional Newspaper Group. He also is co-chairman of the NRC/INAME task force. Advo charged that he pressured Scarborough and Simmons into raising previously offered prices as much as five-fold.

Vernon said he had not seen the complaint.

Scarborough and Simmons in late 1986 offered to sell their 1987 syndicated studies for $10,000 and $17,500, respectively, Advo claimed. But after objections from Vernon, the direct mailer said, the prices went up to $50,000 or more.

In the case of Scarborough, Advo charged Vernon engaged in "successful efforts . . . to have a number of newspapers use their leverage as potential purchasers to pressure and threaten Scarborough" to withdraw its $10,000 sale offer. Advo said Scarborough later "verbally" offered to sell the data for a price more than would be paid by the highest-paying newspaper subscriber to the project, which would be at least $50,000.

Scarborough officials said at press time they had not seen the suit and could not comment. In April, however, Scarborough said it had withdrawn an offer to sell its findings to Advo. That action followed complaints from various newspaper executives and organizations [**presstime**, May 1987, p. 80].

In the case of Simmons, Advo charged the research firm reneged on an earlier price offer as the result of an "agreement" with Vernon, and boosted its price to $50,600.

Simmons officials also said they could not comment because they had not seen the lawsuit. But in April, they had said the quoted price always had been $50,600.

According to the lawsuit, Advo on May 8 signed a subscription agreement for that amount.

Controversy over Advo's prospective purchase of newspaper market research data erupted in March. Newspaper executives then discovered that syndicated research results had been available to Advo and other competitors all along—in 1983 when such work was first performed and in 1985 when Simmons and Scarborough teamed up for a project. Advo never bought those results, however.

Newspaper executives complained that Advo should have to pay the highest subscription price, which is a common practice in the selling of syndicated research to competitors. ☐

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Guidelines considered for remote classifieds

A draft of proposed guidelines for the remote entry of classified advertising by advertisers and ad agencies using personal computers is being circulated to classified-system vendors and others.

The guidelines were developed by ANPA and the Association of Newspaper Classified Advertising Managers.

Newspapers or others interested in obtaining a copy should contact John W. Iobst, ANPA manager/computer applications, at The Newspaper Center, Reston, Va. ☐

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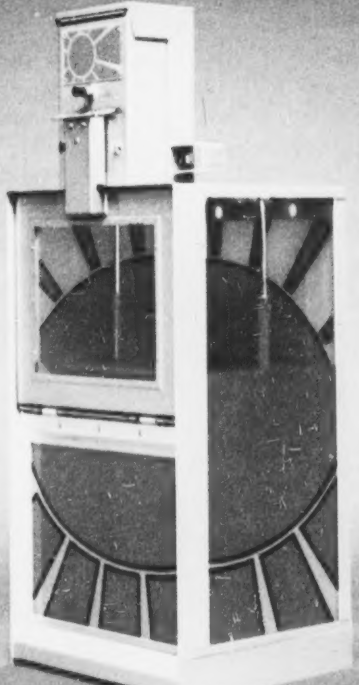

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Committee to examine feasibility of more refined circulation figures

The ANPA Circulation and Readership Committee has agreed to study a suggestion that industry-wide circulation figures be refined beyond the figures furnished by the Audit Bureau of Circulations.

Albert E. Gollin, vice president and associate director of research at the Newspaper Advertising Bureau, told the committee at its May 3 meeting that the figures can be made more accurate and up to date by starting with ABC audits and publishers' statements. Then further analysis could be conducted annually by ANPA, NAB and the International Circulation Managers Association, Gollin suggested.

John R. Harrison, committee chairman and president of The New York Times Regional Newspaper Group, said Gollin's suggestion was "a wonderful idea," providing the associations in question had the resources to do the analysis.

Gollin said that under current procedures, the timing of published newspaper circulation figures often results in distortion of the actual numbers [**presstime**, Feb. 1987, p. 62].

Some organizations that compile circulation data, for instance, count certain business publications as daily newspaper circulation, and some do not, Gollin said. The data often are incomplete in the case of newspapers that do not belong to the ABC, he said.

Charles O. Bennett, vice president/communications at ABC, said later that the bureau's last survey of U.S. daily newspapers on Sept. 30, 1985 found there were 522 non-members.

Gollin also told the Circulation and Readership Committee, "When we quote the average (industry-wide) circulation for 1986, for example, we literally are not comparing the same time frame. Everybody starts with the Sept. 30 FAS-FAX numbers from ABC. Publishers' statements come into the picture to supplement (the FAS-FAX report) for non-ABC papers."

Albert E. Gollin

Then Editor & Publisher Co. sends out a questionnaire to newspapers, Gollin said, and compiles circulation figures which are reported in the annual *Editor & Publisher Yearbook*, which is usually published in late spring.

As a result, by the time the E&P figures are published, a newspaper's status may have changed significantly by fluctuations in circulation or even by going out of business, Gollin said.

Also at the committee meeting in New York City, Robert L. Burke, ANPA vice president/industry and public affairs, said a book is being prepared on circulation and news ideas that have been successfully applied at newspapers. The project is being handled jointly by the committee and the Future of Advertising Project's Readership Task Force.

Burke said the tentative plan is to send questionnaires to 30 newspapers, with 10 each in the circulation ranges of under 50,000, 50,000 to 100,000, and more than 100,000.

Harrison said perhaps the report should include suggestions on how to apply the ideas. Edward Mullins, dean of the School of Communications, University of Alabama, said: "If we don't, it (the report) will only gather dust."

Mullins said maybe one newspaper could be persuaded to try the ideas and techniques collected in the survey and then report back on how they worked.

ANPA's Burke asked committee members to look at a draft memo of the study and submit suggestions on how it should be conducted. He said it is hoped the report can be completed this fall.

In a discussion on readership, several participants remarked that people who said they had no time to read could be helped by shorter stories, indexes and news summaries.

Gollin said these practices "help the reader but hurt the advertiser."

Mullins said indexing and summaries are fine for a larger paper, "but for a small paper it's a lot of wasted time." ☐

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Board votes on bulk sales issues

The ANPA Board of Directors adopted four recommendations concerning bulk sales of newspapers at its May 2 meeting in New York City. The recommendations will be forwarded to the Audit Bureau of Circulations for consideration at its August board meeting.

The recommendations state that:

- School copies should continue to be reported as individual paid circulation and clearly identified as such.
- Group (mail subscription special) copies should be reported as individual paid circulation, and all newspapers should be allowed to report those copies in this manner, as national newspapers currently do.
- Further information is desired on the requirements for a sub-category called "business—for internal employee, waiting area use," which is listed in paragraph 1C/third-party (bulk) sales of the proposed publisher's statement.
- ANPA agrees with the ABC objective of developing a format that provides advertisers with full and complete information on newspaper circulation. However, the special value of average paid circulation (individually paid) should be recognized, and the report format should not imply parity between that circulation and third-party (bulk) sales. Therefore:

  a. FAS-FAX reports should include only individual paid circulation. They should not include third-party (bulk) copies.

  b. ABC rules should require that when member newspapers compare their ABC-audited circulation to other newspapers, those comparisons be restricted to individual-paid circulation.

The bulk-sales issue and other matters affecting newspaper publishers are expected to be addressed at the ABC Annual Conference Nov. 11-13 at the Fairmont Hotel in San Francisco.

The ANPA Board has consistently encouraged newspaper publishers to attend the conference. This year's meeting will be chaired by a newspaper publisher, R. David Threshie of The Orange County (Calif.) Register. □

Got a problem? Call the publisher

Michael J. Davies, editor and publisher of The Hartford Courant, gave readers his home telephone number and invited them to call with circulation complaints.

Happily, for his paper and for his family, few did.

In his weekly column of April 21, Davies listed the home phone number of his circulation director, Thomas W. Marquis, and then wrote, "If you are still unhappy, my home telephone number is 243-2987. Marquis and I would rather be called at home than lose a customer."

By mid-May, Davies had received 12 calls at home from customers.

He said only one was a complaint. The others were from readers expressing appreciation for being able to call the publisher about a circulation problem.

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Quine resigns by 'mutual arrangement' with API board

A search committee is seeking a replacement for Frank Quine, who resigned effective July 1 as director of the American Press Institute in Reston, Va.

John G. Finneman, API senior associate director will serve as acting director until a permanent director is named.

API Chairman William O. Taylor of The Boston Globe appointed board member Eugene C. Patterson of Times Publishing Co. in St. Petersburg as chairman of the search committee.

Quine, 49, joined API as associate director in 1969 and has been director since 1979. "The board explained to me that it wished to seek a new and different direction for API," he said in a May 8 letter to the 44 members of API's regional advisory boards.

He said in an interview that his resignation came by "mutual arrangement" and that he had not been given "much explanation" for the board's decision. "The board said it would prefer someone else" to lead the institute. "I lost the confidence of a certain faction of the board."

Taylor said he would "prefer not" to comment on the resignation beyond what he said in a May 4 press release: "Under Frank's leadership API has built a sound financial and professional basis for the future. The board and all of API's staff and alumni wish him well."

As for his future plans, Quine said he has "several irons in the fire" that are "quite intriguing." He said his goal "is to return to active newspapering in some kind of an operating role." Quine was a sports and news editor for the former Evening Independent in St. Petersburg before joining the institute.

Quine said his "biggest regret" in leaving API is that he will not be around to see a new executive development program, built around a computerized newspaper management simulation, to be introduced in early 1988. The program will allow seminar participants to manage a simulated daily newspaper over a five-year period.

Other search committee members are Larry D. Franklin of Harte-Hanks Communications, Madelyn P. Jennings of Gannett Co. and Robert G. McGruder of the Detroit Free Press.

Also leaving API is former director Malcolm F. Mallette, now director of development, whose retirement on June 30 was announced several months ago.

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Smoking rules inflame some

More newspapers are imposing restrictions on smoking at work, and in most cases the policies have been implemented smoothly. But a few unions are beginning to demand bargaining over the issue, and at least two locals have filed charges with the National Labor Relations Board over newspapers' smoking rules.

"Employees generally demanded some sort of a policy," said Gilbert A. Bogley, publisher of the Traverse City (Mich.) Record-Eagle, where a policy will become effective July 1.

The Traverse City daily will join a growing list of U.S. and Canadian newspapers with policies on smoking—at least 40 of them, according to the ANPA Human Resources Department.

Other newspapers are in the process of developing such policies. The Plain Dealer of Cleveland, for example, will have a written policy in place by Aug. 15 to comply with a new city ordinance. According to the ANPA department, there are about 100 local ordinances and nine state laws that regulate smoking in the workplace [**presstime**, Feb. 1986, p. 14].

In the first known case of its kind in the newspaper business, the union representing editorial employees at the Dayton (Ohio) Daily News/The Journal Herald filed charges with the NLRB April 16 alleging that the newspaper failed to bargain over a policy scheduled to go into effect June 1.

In a second case, Local 3 of The Newspaper Guild filed similar charges in May with the NLRB over a smoking policy at The New York Times, where since May 11 smoking has been prohibited in all work areas occupied by more than one person.

The NLRB cannot confirm that the charges in Dayton were the first filed on the subject involving a newspaper because the agency does not keep a file by subject matter. "We may have had a few (charges) that were settled informally," said Assistant General Counsel John P. Falcone, but he said the issue "is new on the horizon."

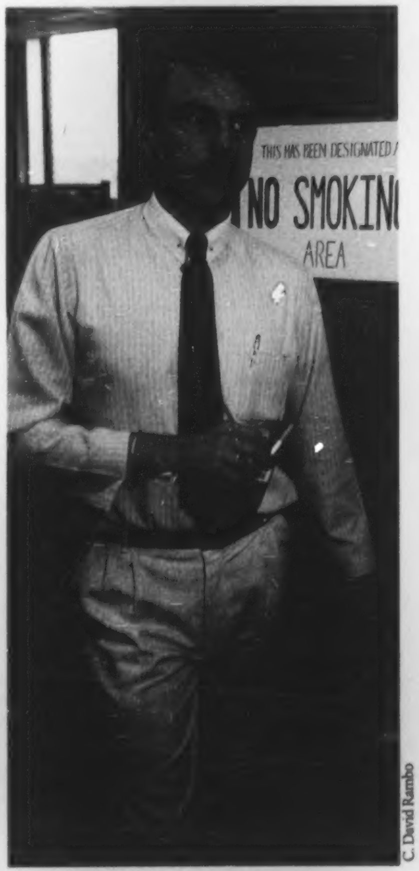
As for the Guild's view of the smoking controversy, delegates to the union's 1986 convention adopted a recommendation that local unions investigate environmental and health problems associated with smoking and, "where necessary," seek management action to combat them by such measures as seating separation, air purifiers, improved air circulation "and other steps acceptable to the majority" of affected members.

David J. Eisen, director of research and information, said the union's International Executive Board will recommend that this year's June 22-26 convention add language opposing disciplinary steps as an enforcement measure.

Meanwhile, newspapers continue to implement policies, usually with the advice of employee committees.

After management of the Quad-City Times in Davenport, Iowa, decided to establish a policy against smoking at work locations, an employee committee set the effective date of June 1. "The legal environment keeps tightening" around an employer's responsibility to provide a smoke-free workplace, said Human Resources Manager Darlene M. Hasselbacher.

To ease any individual problems arising from the policy, the Times, like some other newspapers, contracted with a local hospital to provide a smoke-stoppers program and a weight-management program. "Many smokers saw the policy as an opportunity to kick the habit," Hasselbacher said. She reported that 14 of the 17 employees who signed up for the smoke-stoppers program successfully completed it.



C. David Rambo

New policies require employees to leave their work area to smoke.

At the Traverse City daily, Publisher Bogley said a long-range goal is to make the plant smoke-free by July 1, 1988. To date, he reported, only one employee has complained that the smoking policy soon to take effect there constitutes "a violation of civil liberties."

According to Bogley, the Record-Eagle has offered to reimburse up to $100 to any employee who successfully completes a stop-smoking program, such as one provided by the American Lung Association.

Another newspaper in the Ottaway Newspapers group, The Standard-Times in New Bedford, Mass., will implement a policy July 1. Publisher Orren B. Robbins said it will apply even to individuals' offices. "We're treating all people the same," he said. Smoking will be allowed in designated areas.

The Hartford Courant no-smoking policy that will take effect July 1 also includes a ban on smoking in private offices.

The Journal-News of Hamilton, Ohio, leaves it up to department heads to ban smoking, said Editor William M. Coombe, who imposed a ban in the newsroom last February after a survey of employees showed most of them wanted it.

Coombe said there was no "suitable alternative" to a complete ban, and he reported that no problems have surfaced during the three months the policy has been in effect. The newspaper's business office also bans smoking.

In Florida—one of the nine states that has a law regulating smoking—the St. Petersburg Times policy makes supervisors responsible for implementing "the spirit of the law" and determining where employees can smoke, said Personnel Manager Allen R. Dwyer.

New York was scheduled to join the list of states with smoking restrictions, but a state Supreme Court judge blocked the scheduled May 7 implementation of the regulations issued by the New York Public Health Council. The judge ruled that only the state legislature had the power to issue such regulations. A state appeals court has agreed to review the case.

As the issue is debated in courts of law, state legislatures and private business, the effects on non-smokers from breathing so-called "sidestream" or "passive" smoke has become an increasingly hot topic. The Los Angeles Times will implement a new smoking policy July 1 designed to protect nonsmokers from secondary smoke. The policy will limit smoking to designated areas.

Two years ago, the newspaper prohibited smoking in hallways and restrooms, and limited smoking in cafeterias and lounges. The new policy will extend to offices and other work areas.

Outside the newspaper industry, the National Treasury Employees Union has filed charges with the Federal Labor Relations Authority alleging that a smoking ban announced May 5 by the U.S. Department of Health and Human Services violates labor agreements requiring HHS to bargain on work-related matters. "We believe all parties, smokers and non-smokers and those who wish to quit, should be accommodated through negotiations at the work site," said George F. King, the union's public relations director.

Also on the national front, two public health groups—the American Public Health Association and the Public Citizen Health Research Group—recently asked the U.S. Labor Department's Occupational Safety and Health Administration to order an emergency ban on smoking in indoor workplaces. An OSHA spokesman said the agency is studying the issue but has not yet resolved whether tobacco fumes in the workplace pose an occupational hazard.

—Clark Newsom

Guild appeals ruling on drug-testing policy

The NLRB regional director in Minneapolis has refused to issue a complaint against the Minneapolis Star and Tribune over its drug-testing policy.

The Newspaper Guild of the Twin Cities had filed charges with the agency alleging that the newspaper had unlawfully failed to bargain over the policy, which went into effect in January [**presstime**, March 1987, p. 62].

Regional Director Ronald M. Sharp said the dispute should be resolved under the grievance and arbitration procedures in the Guild's labor agreement with the newspaper.

The Guild is appealing Sharp's decision to the NLRB's general counsel in Washington, D.C.

The union has asked the counsel to seek a court injunction to stop the drug-testing program pending the outcome of bargaining.

(Minneapolis Star and Tribune Co., Case No. 18-CA-9938) ☐

NLRB will review decision on telemarketing personnel

The NLRB has granted a petition of The Seattle Times to review and to stay implementation of a regional director's decision that would add some 30 subscription telemarketing sales representatives to an established bargaining unit.

John D. Nelson, the NLRB regional director in Seattle, had granted a petition by Local 82 of The Newspaper Guild to include the employees in the circulation unit represented by the union.

The telemarketing employees work in an office in Northgate about five miles from the newspaper's downtown plant. The office was established in 1986 after the company discontinued an arrangement with independent contractors who had performed the circulation department's telemarketing functions.

The Times opposed adding the employees to the Guild's unit, contending, among other things, that their work was not the kind traditionally performed by Guild-represented employees.

The company also argued that the Northgate operation potentially constituted a separate bargaining unit where the employees could vote on whether they wished to be represented by the union.

However, Nelson said it was clear that the telemarketing group was "a fragment and part" of the circulation department. He found that the working conditions of the telemarketing employees were "quite similar" to those of other unit employees and that the group could not function in the absence of the main operation.

The regional director concluded that the Northgate unit could not "stand on its own" as a separate unit.

(Seattle Times Co. and Pacific Northwest Newspaper Guild, Case 19-UC-458) ☐

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Out-of-court settlement reached in former columnist's suit

A suit filed by a former editorial employee of The Herald News of Passaic, N.J., against the paper's former president and publisher, Austin C. Drukker, has been settled for an undisclosed sum.

Former reporter and columnist Mitchell (Mike) J. Stoddard alleged that he had been harassed and demoted because of his union activities [**presstime**, May 1985, p. 72]. He said he could not discuss the amount of the settlement.

Stoddard, who now is director of media relations for Morris County, N.J., was involved in lengthy NLRB and court proceedings emanating from a union's 1980 organization campaign at the newspaper. His column was discontinued shortly after the union won a representation election. The NLRB ordered the paper to resume publication of Stoddard's column, but that order was overturned by an appellate court.

The board's publication order drew wide attention in the newspaper business, and ANPA filed a friend-of-the-court brief in the case, arguing that the order was unconstitutional.

Stoddard resigned from the newspaper in February 1985 and filed the suit seeking unspecified financial damages for emotional and mental stress.

The Herald News was renamed the North Jersey Herald News in 1985 after Drukker sold it to W. Dean Singleton and Richard B. Scudder.

Board orders newspaper to turn over some but not all information sought by union

The NLRB has ordered the New York Post to provide certain requested information to Local 3 of The Newspaper Guild.

In so doing, however, the board modified an administrative law judge's recommended order [**presstime**, Sept. 1983, p. 34].

According to the board, the judge improperly ruled that the newspaper violated the Taft-Hartley Act by delaying delivery of a list of minority employees by name and job classification, along with a history of their promotions.

The judge also had ruled that the Post violated the act by refusing to supply the union with information regarding the use of sick leave by employees and the names and absenteeism records of individuals in the company's absentee-control program. The board said, however, that the judge made no provision for the protection of employee privacy. Accordingly, it modified the order to delete from the records information revealing the identity of the employees.

The Post also was ordered to give the union the names of people holding independent contractor, free-lance or stringer status with the paper in 1978 and 1979, excluding individual financial information.

The company did not appeal the board's order.

(The New York Post Corp. and Newspaper Guild of New York, 283 NLRB No. 60)

NLRB elections

Albuquerque Publishing Co., Teamsters: Truck drivers voted 41-37 against representation by Local 492 of the Teamsters.
(NLRB Case No. 28-RC-4372)

Cincinnati Enquirer, Teamsters: Dockworkers voted 9-7 in favor of representation by Local 100 of the Teamsters rather than Mailers' Union No. 17.
(NLRB Case No. 9-RC-15085)

Memphis Commercial Appeal, CWA: Composing room workers voted 30-23 in favor of continued representation by Typographical Union No. 11.
(NLRB Case No. 26-RD-673)

Recent contract settlement

Minneapolis Star and Tribune, Teamsters: Three-year extension of agreement covering drivers; effective dates July 1, 1984, to June 30, 1989, extended to June 30, 1992.
(Details in June 1987 ANPA Labor & Personnel Relations Letter.)

ANPA committee will create task forces in human resources

There is "general agreement" among the members of the ANPA Human Resources Committee that its structure will evolve from three subcommittees dealing with labor, personnel, and health and welfare matters to a task force approach, its chairman said.

Committee Chairman Joseph F. Barletta said the creation of task forces "will get more professionals in the newspaper industry involved in projects."

Barletta said specific committee members will serve as chairmen of the different task forces.

The first task force will be assigned to planning ANPA's ninth annual Labor and Personnel Relations Conference Jan. 10-13, 1988, in Scottsdale, Ariz. At its May 3 meeting in New York City, the committee reviewed suggested task force projects such as newsroom turnover, retiree health-care benefits and future needs for technical personnel.

Barletta, director of newspapers for Freedom Newspapers Inc. in Irvine, Calif., has been appointed to another one-year term as chairman.

NLRB dismisses GCIU bid to represent pressmen

A union's petition to represent employees of the pressroom at the Richmond (Ind.) Palladium-Item has been dismissed by the NLRB.

The pressmen are represented by the Palladium-Item Employees' Alliance, an independent union that represents a plant-wide unit of employees at the newspaper. But Local 508 of the Graphic Communications International Union sought to sever the pressmen from the existing unit, contending that the independent union was not a true labor organization within the meaning of the Taft-Hartley Act.

The NLRB regional director in Indianapolis, however, found that the Employees' Alliance had negotiated successive labor agreements with the newspaper since at least 1949 and had processed grievances on behalf of bargaining-unit members. He ruled that the purposes of the act would not be served by severing the pressmen from the plant-wide unit in view of the independent union's "long history of collective bargaining."

(Palladium Publishing Corp., Case No. 25-RC-8434)

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Give unions sale data, judge says

New England Newspapers Inc., former owner of the Dedham (Mass.) Daily Transcript, is appealing to the NLRB an administrative law judge's recommendation that it be ordered to provide financial information to two unions.

The case arose in 1986 when the corporate entity sold the newspaper to Harte-Hanks Communications Inc. Harte-Hanks is not a party to the NLRB proceedings.

The assets sale was finalized May 2, 1986. Harte-Hanks closed the Dedham production operations and moved them to a production facility in Framingham, Mass. In Dedham, printers represented by Boston Typographical Union No. 13 and pressmen represented by Boston Newspaper Printing Pressmen's Union No. 3 were dismissed.

Before and after the sale became final, both unions had requested a copy of the sales agreement. They were not provided a copy on grounds that it contained confidential business information.

Judge Norman Zankel ruled that the unions were entitled to a copy of the sales agreement. He said the information was "presumptively relevant" to the unions in order to fulfill their bargaining responsibilities. There was "no merit" to the company's claim of confidentiality, he said.

(New England Newspapers Inc., d/b/a Transcript Newspapers, JD-99-87) □

Jury to decide damages in Daily News case

A jury is scheduled to begin deliberations June 9 in a Manhattan federal District Court on the question of financial damages due four black editorial employees of the New York Daily News.

The jury found April 15 that the newspaper had discriminated against the four between 1979 and 1982 by giving them fewer promotions and lower salaries than were given white journalists with comparable experience and qualifications. The damages phase of the case was to have begun May 11 but was delayed by the presiding judge [**presstime**, May 1987, p. 96].

The newspaper still faces a class-action suit brought by the Equal Employment Opportunity Commission on behalf of all black employees in the editorial department. □

Suspension backed

A one-week suspension has been upheld for a sports reporter at The Plain Dealer in Cleveland who lifted quotes, without attribution, from a wire-service story.

"The grievant was fortunate to have his penalty determined as a week's suspension without pay," said Arbitrator Edwin R. Teple in denying a grievance filed by the Cleveland Newspaper Guild. What the reporter did, said Teple, "bordered dangerously close" to plagiarism. "It was certainly highly unprofessional."

Teple said a violation of professional ethics does not require progressive discipline. He said the reporter's action was not in the same category as misspelling a name on numerous occasions or failing to turn in copy on time. "It was a major infraction." □

Senate monitoring bill

A bill has been introduced in the Senate to prohibit monitoring of employee telephone conversations without use of an electronic signal.

Under S 1124, sponsored by Sen. Paul Simon (D-Ill.), an audible "beep" tone would be required to notify employees and customers of the monitoring. A similar bill has been introduced in the House [**presstime**, May 1987, p. 90]. □

Massachusetts rules driver was not employee; jobless benefits denied

A driver who delivered The Beverly (Mass.) Times was not an employee of the newspaper who would be entitled to unemployment benefits, the Massachusetts Division of Employment Security has ruled.

An examiner found that individuals such as the claimant were not employees because they:

- Are free to make deliveries in any designated order best suited to themselves
- May allow others to make deliveries in their place
- Use their own means of transportation for which there is no expense reimbursement
- Receive no benefits or insurance of any kind
- Are free to perform the same service for other publishers
- Are not required to give notice when they are unable to pick up newspapers.

The examiner said the drivers are "free from control and direction" in connection with the services performed. Therefore, he said, the services of such individuals do not constitute employment within the meaning of Massachusetts law. □

Additional arbitration awards

Cleveland Plain Dealer, Guild: Norman R. Prusa sustained the discharge of a part-time editorial department clerk for taking off from work after her request for an unpaid leave of absence had been denied.

Dayton (Ohio) Daily News/Journal Herald, GCIU: John J. Murphy ruled that the pressmen's union has jurisdiction over advertising supplements printed in the company's print shop.

Houston Post, GCIU: Paul Barron found that a discharged employee who had been reinstated was obligated to mitigate potential back-pay damages by actively seeking other work during the period of his discharge.

Philadelphia Inquirer and Daily News, Teamsters: Joseph M. D'Urso ruled that the company had the right to eliminate a 35-year-old delivery accounting system and substitute a commission system for single-copy sales drivers.

San Diego Union and Tribune, Guild: Thomas Christopher found that the company did not discriminate against an advertising department clerk by refusing to promote him to a higher position.

San Diego Union and Tribune, Guild: Edgar A. Jones Jr. ruled that the company did not violate the labor agreement by classifying a circulation department employee as a temporary rather than regular employee.

San Diego Union and Tribune, Guild: Louis M. Zigman upheld the two-day disciplinary suspension of a circulation department district manager for refusing to obey a supervisor's order.

San Jose Mercury News, ITU: Francis Richard Walsh sustained the discharge and permanent bar to re-employment of a printer who used abusive langugage and threatened physical violence against fellow employees.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

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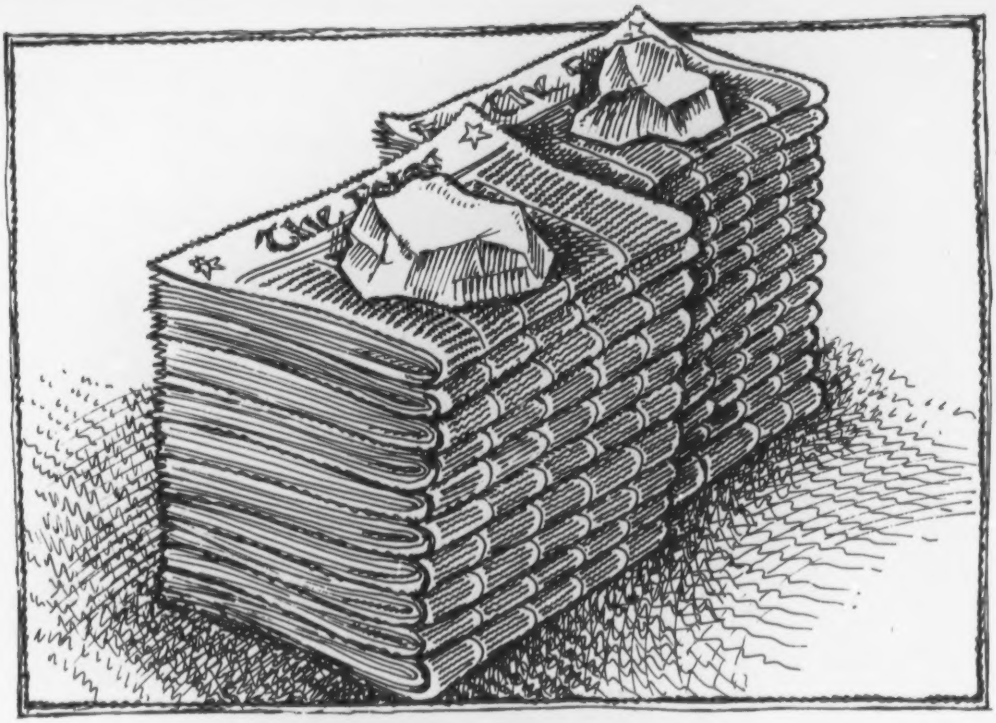

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The former residents of the state hospital were scattered at group homes and centers across the state.

The state "contracted out" with private companies to run the facility or build new ones. In some cases its selections of contractors were highly questionable. According to the *Cincinnati Enquirer*, a public official helped a local company get a $311,360 grant to buy ten group homes. At the same time the official was accepting substantial campaign contributions from the company.

Proponents of "contracting out" public services to private companies say you get more service at less cost.

But the truth is when all the costs are considered, "contracting out" usually ends up costing more, not less.

Private businesses have to make a profit. That often means cutting corners, hiring fewer and less experienced employees.

Going private means an agency is no longer accountable to the taxpayers. Minority hiring programs are often disregarded.

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So, what many officials are finding out is that "contracting out" in mental health, or many other fields looks better on paper than it does in practice.

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Mill projects will add 950,000 tons of capacity

Mill projects scheduled to be completed between this year and 1991 will add about 950,000 metric tons of newsprint capacity in North America, according to a compilation by ANPA's Newsprint and Transportation Department.

In addition, 10 companies are considering other expansion projects, seven of which involve capacity increases that would total about 1.3-million metric tons. Planned capacity for the other three projects has not been disclosed.

Not factored into the 950,000-ton gain through 1991 are scheduled reductions in newsprint capacity totaling 168,000 metric tons.

In Alma, Quebec, Abitibi-Price Inc. plans to convert one 59,000-tons-a-year newsprint machine to other grades of paper this year and another to uncoated groundwood in 1988. MacMillan Bloedel Ltd. will reduce newsprint production by 50,000 tons this year at its Powell River, British Columbia, mill.

The charts below show expansion projects that have been announced, that are under consideration or that are on hold [**presstime**, Jan. 1983, p. 44]. (The tonnage may not be available in the year indicated for completion.)

Newspaper companies own—or are considering investing in—portions of some of the projects in question. They include:

- Gaspesia Pulp & Paper Co.'s modernization of the Chandler, Quebec, mill that is 51-percent owned by Abitibi-Price Inc. and the rest owned by The New York Times Co. and The Washington Post Co.
- CIP Inc.'s proposed project to yield 225,000 tons in Gold River, British Columbia, in which several U.S. newspapers on the West Coast have expressed interest in participating.
- Great Lakes Forest Products Ltd.'s project on hold at Usk, Wash., which is a joint venture between Great Lakes and Knight-Ridder Inc., Kearns-Tribune Corp. of Salt Lake City, Central Newspapers Inc. of Indianapolis, McClatchy Newspapers of Sacramento and The Copley Press Inc. of La Jolla, Calif. □

Publicly Announced Newsprint Capacity Increases–North America

Company	Location	Approximate cost (millions)	Approximate annual capacity (metric tons)
	1987		
CIP Inc.	Gatineau, Quebec[1]	$44	60,000
Great Lakes Forest Products Ltd.	Thunder Bay, Ontario[2]	—	14,000
Kruger Inc.	Corner Brook, Newfoundland[2]	$21	88,750
	1988		
Donohue Malbaie Inc.	Clermont, Quebec[1]	$170	140,000
Crown Forest Industries Ltd.	Campbell River, British Columbia[2]	$25	50,000
Kruger Inc.	Corner Brook, Newfoundland[2]	—	124,250
F.F. Soucy Inc.	Riviere-du-Loup, Quebec[2]	—	20,000
	1990		
Abitibi-Price Inc. (Gaspesia Pulp & Paper Co.)	Chandler, Quebec[2]	$113	22,000
Southeast Paper Manufacturing Co.	Vicinity of Dublin, Ga.[4]	—	190,500
	1991		
Great Lakes Forest Products Ltd.	Thunder Bay, Ontario[3]	$215	240,000

Newsprint Capacity Under Consideration–North America

Company	Location	Approximate cost (millions)	Approximate annual capacity (metric tons)
Abitibi-Price Inc.	Iroquios Falls, Ontario[3]	—	—
British Columbia Forest Products Ltd. (Finlay Forest Industries)	MacKenzie, British Columbia[4]	—	—
CIP Inc.	Gold River, British Columbia[5]	—	225,000
Daishowa Paper Manufacturing Co. Ltd.	Quesnel, British Columbia[4]	—	—
Doman Industries	Nanaimo, British Colubmia[5]	—	164,000
Great Lakes Forest Products Ltd.	Dryden, Ontario[5]	$190	175,000
Newsprint South Inc.	Grenada, Mississippi[5]	$300	204,000
F.F. Soucy Inc. (Bear Island Paper Co.)	Ashland, Va.[4]	$175-200	200,000
Unspecified	Southern Texas[5]	$150	192,000
Unspecified	Richmond, Calif.[5]	$186	159,000

Newsprint Capacity On Hold–North America

Company	Location	Approximate cost (millions)	Approximate annual capacity (metric tons)
Great Lakes Forest Products Ltd. (Ponderay Newsprint Co.)	Usk, Wash.[5]	$210	154,000
Kruger Inc.	Trois Rivieres, Quebec[1]	—	100,000
Stora Forest Industries Ltd.	Point Tupper, Nova Scotia[1]	—	—

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[1] Net increase, new machine(s) replacing existing one(s)
[2] Speed-up
[3] New machine replacing existing one(s)
[4] New machine(s)
[5] New mill

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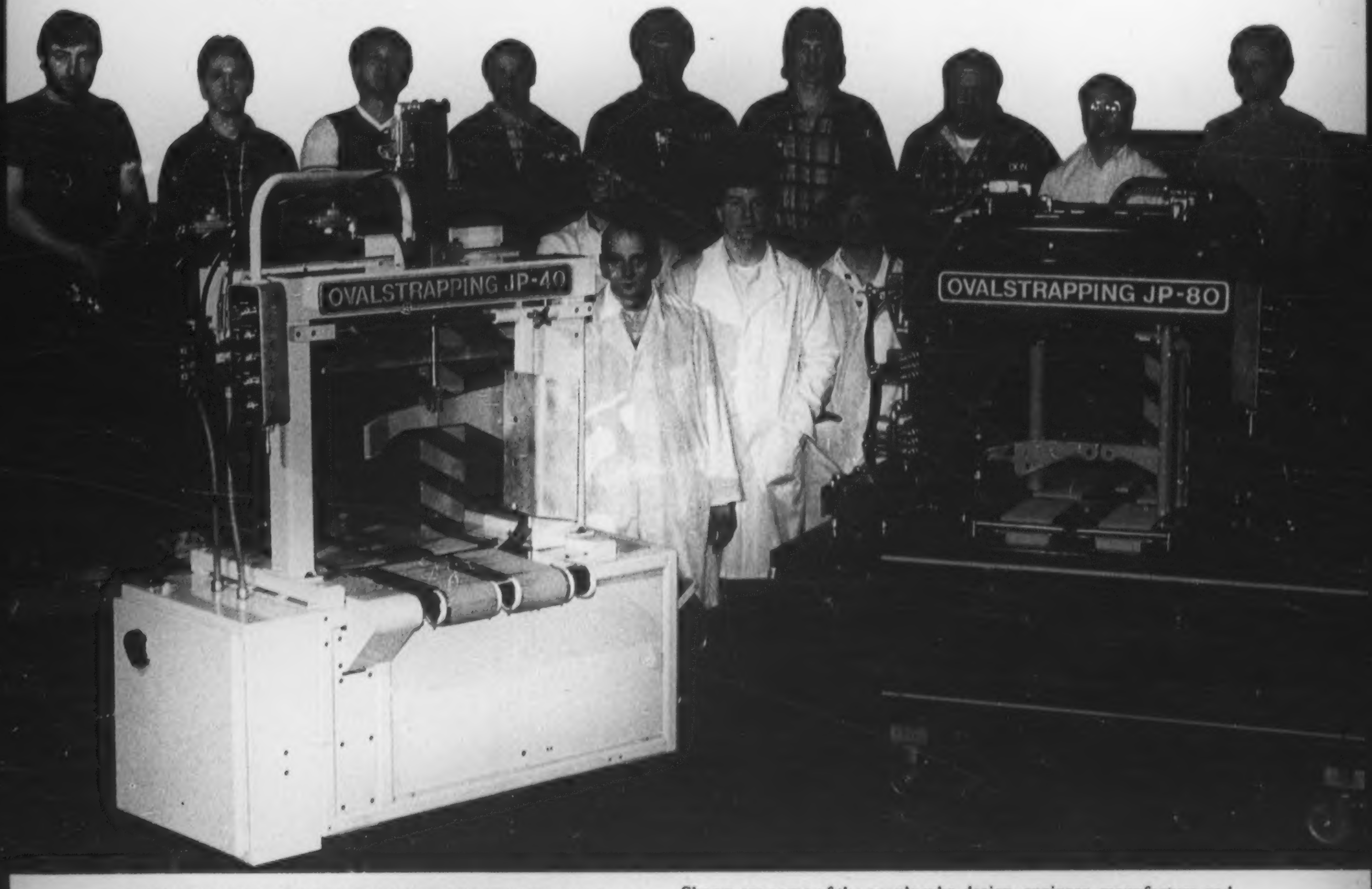

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CPU votes to strike against Abitibi-Price

The Canadian Paperworkers Union broke off negotiations with Abitibi-Price Inc. in May and voted 91 percent in favor of a strike.

The union is seeking a 7.1-percent wage increase in the first year and 8 percent in the second year of a two-year pact.

Talks were scheduled to resume May 25 with the assistance of Canadian government mediators. According to the CPU, the earliest the union could strike would be mid-June because of provincial regulations.

Meanwhile, CPU members at Rothesay Paper Ltd.'s newsprint mill in St. John, New Brunswick, whose contract expired Dec. 31, ratified a three-year agreement.

Workers will receive a 3-percent wage increase in the first year, vacation pay doubled in the second year and a wage increase of 62 cents an hour in the third [**presstime**, May 1987, p. 116].

Negotiations were scheduled between the Confederation of National Trade Unions and Kruger Inc. at the Bromptonville, Quebec, mill, where the contract expired May 31.

In the United States, negotiations also were scheduled between the United Paperworkers Union and Inland Empire Paper Co. at the Millwood, Wash., mill, on a contract to replace one that expired May 31. ☐

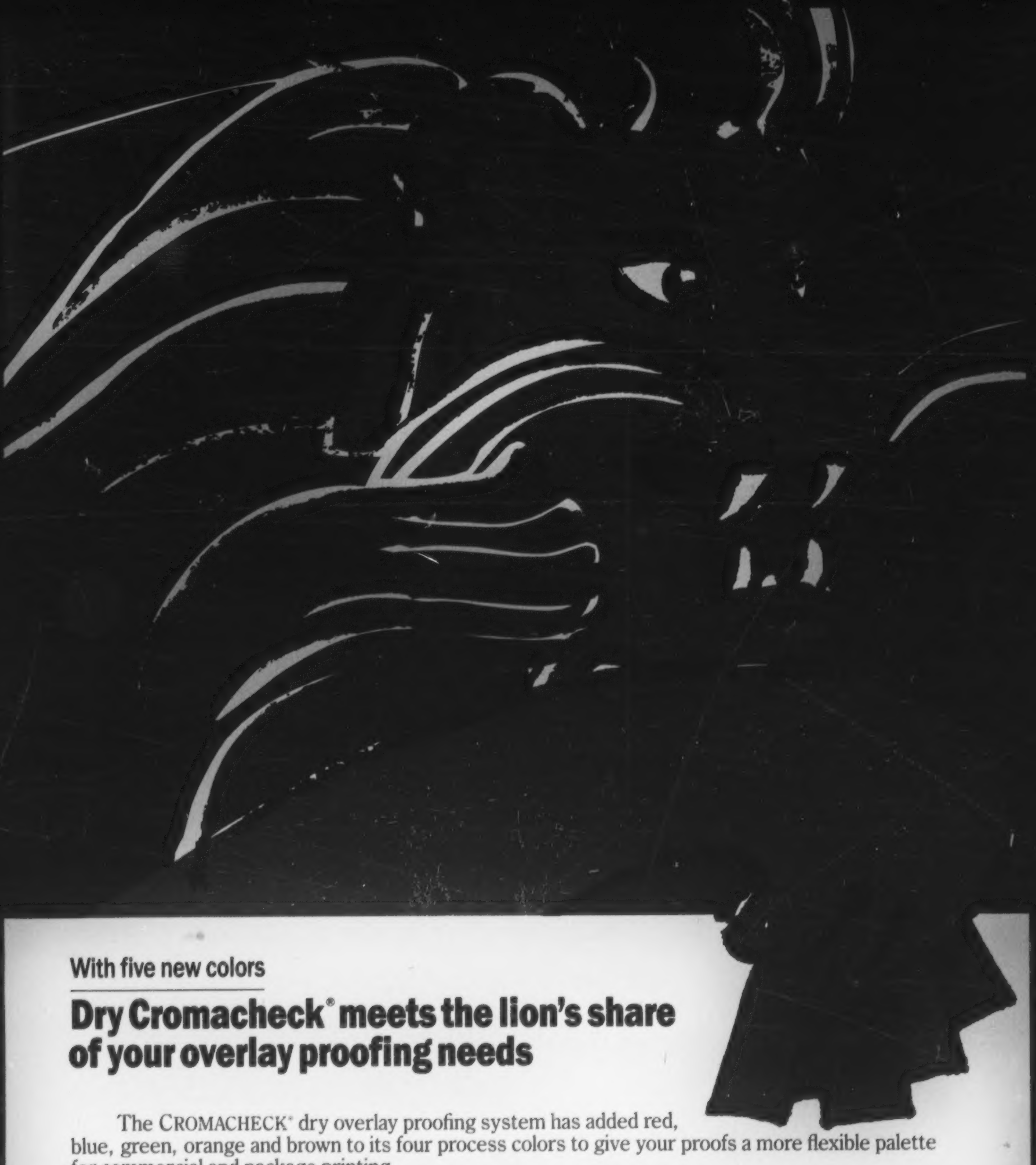
More firms announce price hikes

Two more newsprint firms have announced higher newsprint prices for U.S. customers. Donohue Inc. and Kimberly-Clark Corp.'s list prices will increase to $610 per metric ton on July 1 and Aug. 1, respectively.

As of late May, Champion International Corp. was the only major newsprint company in North America that had not announced an increase [**presstime**, May 1987, p. 116]. ☐

Earthquake aftermath

Tasman Pulp & Paper Co. Ltd.'s recovery from a March earthquake in New Zealand has been faster than expected. Two of three newsprint machines are running normally at its mill in Kawerau, and the third machine is expected to be operational in July [**presstime**, April 1987, p. 71]. ☐



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Consumption continues upward trend

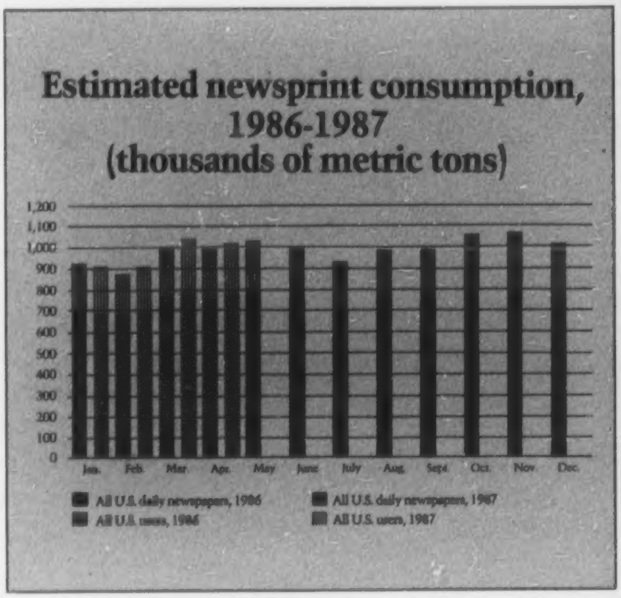
Newsprint consumption by daily newspapers continues to outpace that for all U.S. users combined.

For all U.S. users, consumption was 1.8-percent higher in April than in the same month a year earlier, while U.S. dailies used 3.5-percent more. For the first four months of 1987, consumption was up 1.6 percent for all users and 2.9 percent for daily newspapers compared with the same period of 1986.

At the end of April, stocks of newspapers in ANPA's statistical sample totaled 41 days, down from 43 days a year earlier. North American mill stocks also were down—from 441,902 tons in April 1986 to 367,925 tons.

The mill operating rates in April were 99 percent in Canada and 93 percent in the United States. For the first four months, operating rates for Canada and the United States were 99 percent and 94.8 percent, respectively.

Worldwide shipments from Canadian mills for the first four months of the year were running 7 percent ahead of last year's level.



Estimated newsprint consumption, 1986-1987 (thousands of metric tons)

Estimated consumption of all U.S. daily newspapers[1]

Region	**March 1987(r)**	**March 1986**	**% Change**
Northeast	200,773	189,499	+ 5.9
North Central	164,440	157,556	+ 4.4
South	253,982	248,694	+ 2.1
West	171,020	165,926	+ 3.1
Circulation Size			
up to 25,000	58,741	49,844	+ 17.8
25,001-100,000	161,313	156,291	+ 3.2
Over 100,000	570,161	555,540	+ 2.6
March totals	790,215	761,675	+ 3.7
Three-month totals	2,177,155	2,120,918	+ 2.7
Region	**April 1987(p)**	**April 1986**	**% Change**
Northeast	198,059	190,773	+ 3.8
North Central	160,422	157,233	+ 2.0
South	244,323	235,318	+ 3.8
West	168,408	162,028	+ 3.9
Circulation Size			
up to 25,000	60,857	50,480	+ 20.6
25,001-100,000	157,131	148,937	+ 5.5
Over 100,000	553,224	545,935	+ 1.3
April totals	771,212	745,352	+ 3.5
Four-month totals	2,948,367	2,866,270	+ 2.9

Estimated consumption of all U.S. users

	1987	**1986**	**% Change**
February totals	905,647(r)	880,869	+ 2.8
March totals	1,031,758	(r)1,003,915	+ 2.8
April totals	1,017,773(p)	999,777	+ 1.8
Four-month totals	3,862,945(p)	3,802,516	+ 1.6

Production

	Canada	**U.S.A.**	**North America**
April 1987	807,553	419,474	1,227,027
April 1986	776,559	409,098	1,185,657
Increase	+ 30,994 + 4.0%	+ 10,376 + 2.5%	+ 41,370 + 3.5%
Four months 1987	3,214,815	1,695,009	4,909,824
Four months 1986	3,021,604	1,666,457	4,688,061
Increase	+ 193,211 + 6.4%	+ 28,552 + 1.7%	+ 221,763 + 4.7%

Shipments

From Canadian mills	**U.S.A.**	**Canada**	**Export**	**Total**
April 1987	594,999	95,271	127,409	817,679
April 1986	582,114	97,638	120,333	800,085
Four months 1987	2,292,335	384,468	492,465	3,169,268
Four months 1986	2,167,603	355,711	439,642	2,962,956
Increase	+ 124,732 + 5.8%	+ 28,757 + 8.1%	+ 52,823 + 12.0%	+ 206,312 + 7.0%
From U.S. mills				
April 1987	396,571		31,215	427,786
April 1986	394,869		20,450	415,319
Four months 1987	1,590,548		108,361	1,698,909
Four months 1986	1,538,549		91,546	1,630,095
Increase	+ 51,999 + 3.4%		+ 16,815 + 18.4%	+ 68,814 + 4.2%
From North American mills				
April 1987	991,570	95,271	158,624	1,245,465
April 1986	976,983	97,638	140,783	1,215,404
Four months 1987	3,882,883	384,468	600,826	4,868,177
Four months 1986	3,706,152	355,711	531,188	4,593,051
Increase	+ 176,731 + 4.8%	+ 28,757 + 8.1%	+ 69,638 + 13.1%	+ 275,126 + 6.0%

Stocks

U.S. publishers[3]	**Tonnage**	**Days' supply On hand**	**Days' supply In transit**
February 1987	878,590	35	7
February 1986	926,556	39	6
March 1987	874,026	35(r)	6
March 1986	903,602	38	6
April 1987	886,258	36(p)	5(p)
April 1986	889,273	37	6
Canadian mills			
April 1987	322,751	—	—
April 1986	349,045	—	—
U.S. mills			
April 1987	45,174	—	—
April 1986	92,857	—	—

[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.

(r) = revised (p) = preliminary

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AP pioneered the use of modern technology in the news business. It was the first to use computers and video terminals to send news. It was the first to send laser-scanned pictures and the first to own a satellite transponder. Its research and development staff in East Brunswick, N.J., continues work on more "firsts."

Technicians like Brad Martin make this advanced system work, bringing the miracle of instant news and picture transmission from around the world to the thousands of member newspapers and broadcasters who own AP.

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Brad Martin at his home base in the Kansas City bureau.

Bob Daugherty

Large exhibition, full agenda on tap for ANPA/TEC '87 in Las Vegas

ANPA/TEC '87, part scholarly gathering, part technical spectacle, will run June 6-10 at the Las Vegas Convention Center.

The latest in newspaper technology—both in equipment displays and symposium topics—always draws crowds, and this year will be no exception. Peter P. Romano, ANPA director/technical services, projects attendance of about 12,000 based on preregistration of about 6,500 and the sellout of the 6,200 rooms set aside at the 12 ANPA/TEC hotels.

Last-minute hotel information may be obtained from the ANPA Housing Bureau at (702) 383-9100. The bureau can offer suggestions on accommodations at other hotels, although choices will be limited.

On-site registration for ANPA/TEC will be available in the lobby of the convention center's rotunda from 10 a.m. to 5:30 p.m. Saturday and Sunday, June 6-7; and from 8 a.m. to 5:30 p.m. Monday, Tuesday and Wednesday, June 8-10. The $40-registration fee covers admission to all sessions and the equipment exposition, and use of the complimentary shuttle bus service from 10 a.m. to 6 p.m. June 6-7, and 8 a.m. to 6 p.m. June 8-10. Running at 15-minute intervals, buses will link the convention center with all the ANPA/TEC hotels except the Las Vegas Hilton, which is within walking distance.

Hertz is offering special car-rental discounts to attendees. For reservations or information call (800) 654-2200 and tell the agent the rental is in connection with ANPA/TEC '87.

More than 300 exhibitors have contracted for space at the 59th annual trade show, formerly known as the Operations Management Conference & Exposition. Exhibit space is expected to top 310,000 square feet in the East Hall and North Hall of the convention center—the second-largest convention facility in the United States [**presstime**, May 1987, p. 98].

Hours for the exposition are 11 a.m. to 5:30 p.m. June 6-7, and noon to 5:30 p.m. June 8-10.

Preceding the exposition on June 8-10 will be sessions assembled by the ANPA/TEC '87 Arrangements Committee, headed

Program for 59th ANPA Technical Exposition and Conference

Monday, June 8

General Session–9 a.m.-10:45 a.m.

Chairman: **Larry D. Strutton,** executive vice president, operations, Los Angeles Times

Welcoming Address: **Brian L. Greenspun,** president and associate editor, Las Vegas Sun; **Earl Johnson,** general manager, Las Vegas Review-Journal

Address by ANPA Chairman and President George W. Wilson, president, Concord (N.H.) Monitor

Theme: The Market

Speakers

"Editorial–Competing for News," Eugene C. Patterson, chairman and chief executive officer, Times Publishing Co., St. Petersburg

"Advertising–Competing for Advertising," Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau, New York

"Pulling It All Together," Stanton R. Cook, publisher, Chicago Tribune Co.

Three Concurrent Workshops–11 a.m.-12:30 p.m.

• *Workshop I:* Coping with Pagination and New Technology in the Newsroom

Moderator: **Eric Wolferman,** executive editor, The Reporter, Lansdale, Pa.

Panelist: **William H. Stroud,** assistant to the executive editor, The Philadelphia Inquirer; **Gilbert L. Fowler,** professor of journalism, Arkansas State University; Jonesboro, Ark. **Jules S. Tewlow,** director of special projects, Lee Enterprises Inc., New York; **Laura Schwed,** assistant managing editor/graphics, Westchester Rockland Newspapers Inc., White Plains, N.Y.

• *Workshop II:* PC Options and Opportunities

Moderator: **Wayne T. Patrick,** publisher, The Herald, Rock Hill, S.C.

Panelists: **Edward F. Beer,** director of computer services, Atlanta Journal and Constitution; **C. Morgan Brassell,** project development manager, Los Angeles Times; **Roger F. Fidler,** director of Knight-Ridder Graphics Network, Washington, D.C.

Workshop III: Printing Inks

Moderator: **George R. Cashau,** ANPA director/technical research, Reston, Va.

Panelists: **Jereld L. Underwood,** assistant production director, Houston Chronicle; **John T. Moynihan,** ANPA research chemist/technical research, Reston, Va.; **Bruce E. Blom,** assistant technical director, Flint Ink Corp., Ann Arbor, Mich.; **Thomas J. Pendergast,** superintendent press room, Providence Journal-Bulletin

Tuesday, June 9

General Session–9 a.m.-10:45 a.m.

Session Chairman: **Homer E. Taylor Jr.,** vice president/supply, Knight-Ridder Inc., Miami

Presentations: Editor & Publisher Exhibition Awards, Kodak "Run for the Money" International Newspaper Color Reproduction Contest Awards, Delta Air Lines Awards

Theme: The Issues

"Presses–Decision Dilemma," Eugene Bell, vice president/operations director, Chicago Tribune

"Ink–Cradle to . . . Grave Issue," Gene McDavid, vice president and general manager, The Houston Chronicle

"Kenaf Update," C.A. (Chuck) Thompson, vice president, CIP Forest Products Inc., Tarrytown, N.Y.

"Quality–A View from the Top," Charles R. Blevins, vice president/production, Gannett Co., Arlington, Va.

"Materials Handling"—Round Table Discussion

Moderator: **Ralph S. Roth,** vice president/technology, Knight-Ridder Inc., Miami

Panelists: **Thomas O. Might,** vice president/production, The Washington Post; **Stephen M. Majeski,** production manager, Times-Colonist, Victoria, British Columbia; **Joseph L. Doath,** vice president operations, Fort Worth Star-Telegram

Four Concurrent Workshops–11 a.m.-12:30 p.m.

• *Workshop I:* Mandatory Drug Testing!!!

Strutton

Schwed

Donth

Jenkins

Loker

Sjosten

by Larry D. Strutton, executive vice president/operations of the Los Angeles Times.

General sessions in the Rotunda will begin at 9 a.m. except on June 8, when a multimedia presentation, "Freedom and Information: The Blessings of Liberty," will be presented beginning at 8:45 a.m. It was first shown at ANPA's 100th Anniversary Convention in May in New York City.

Speakers at the general sessions will discuss media competition, materials involved in newspaper printing, the future of electronic graphics, electronic photography and satellite transmission of advertising copy.

Following the general sessions will be workshops from 11 a.m. to 12:30 p.m. in the East Hall meeting rooms. They will be conducted concurrently—four on June 8 and three on each of the next two days.

Topics will include voice recognition and "artificial intelligence," pagination, printing inks, personal computers, press options, graphic-enhancement systems, ad composition, reclamation and disposal of printing products, and drug testing of employees. (See program details below.)

In addition, on June 8, ANPA will offer a college newspaper production symposium: "Computer Systems for Production—Getting One and Keeping It Healthy."

Moderator: **James W. Hopson,** publisher, The Middlesex News, Framingham, Mass.

Panelists: **John Seigenthaler,** chairman, editor and publisher, The Tennessean, Nashville; **J. Michael Walsh,** director of the office of Workplace Initiatives, National Institute on Drug Abuse, Rockville, Md.; **Paul Schrade,** co-chairman, Workers' Rights Committee, American Civil Liberties Union of Southern California, Los Angeles; **Wayne O. Buck, M.D.,** corporate medical director, Los Angeles Times/The Times Mirror Co.

• *Workshop II:* Press Options

Moderator: **Kim Breese,** vice president operations, Dow Jones and Co., Princeton, N.J.

Panelists: **William D. Rinehart,** ANPA vice president/technical, Reston, Va.; **James H. Norris,** vice president operations, Newsday, Long Island, N.Y.; **Sam D. Jenkins,** production director, Lancaster (Pa.) Newspapers Inc.; **John McGann,** editor and publisher, South Bend (Ind.) Tribune, South Bend, Inc.; **Paul R. Gledhill,** director/production, Los Angeles Times

• *Workshop III:* R&D–Reclamation and Disposal

Moderator: **Ralph E. Eary,** national director production and engineering/newspapers, Scripps Howard, Cincinnati

Panelists: **Edmund T. Funk,** director of marketing, Sun Chemical Co., General Printing Ink Division, Graphic Arts Laboratory, Carlstadt, N.J.; **Armando Gonzalez,** chief engineer, Miami Herald; **James D. Hitchman,** vice president production, Ottaway Newspapers Inc., Campbell Hall, N.Y.; **Charles J. Mezzow,** director technical services/operational planning, Los Angeles Times

• *Workshop IV:* Guides to Quality Newspaper Reproduction

Moderator: **Charles R. Blevins,** vice president/production, Gannett Co., Arlington, Va.

Panelists: **Charles E. Rinehart,** technical associate, advanced market planning, graphic imaging systems division, Eastman Kodak Co., Rochester; **Sven Ahrenkilde,** assistant to the director, Technical and Educational Center of the Graphic Arts, Rochester Institute of Technology; **William R. Bogert,** vice president/production operations, USA Today, Arlington, Va.

Wednesday, June 10

General Session–9 a.m.-10:45 a.m.

Chairman: **Norman P. Dusseault,** vice president and assistant general manager, Times Publishing Co., St. Petersburg

Theme: The Futures

"AD/SAT Report": Elizabeth St.J. Loker, vice president/planning and advanced systems, The Washington Post

Introduction to Electronic Graphic Systems: Norman P. Dusseault

"Electronics and Photographs at the Chicago Tribune," Jack Corn, director of photography, Chicago Tribune

Electronic Photography: Geren Mortensen, national sales manager/still image systems, new business developments, video communications products, Sony Corp. of America, Lanham, Md.; **Richard J. Sanservera,** national marketing manager, Hell Graphic Systems Inc., Port Washington, N.Y.

Three Concurrent Workshops–11 a.m.-12:30 p.m.

• *Workshop I:* Ad Composition/Ad Tracking

Moderator: **David A. Sjosten,** vice president and general manager, Worcester (Mass.) Telegram and Gazette Inc.

Panelists: **George H. Bailey,** data processing director, Mississippi Publishers Corp., Jackson, Miss.; **Donald H. Patterson Jr.,** vice president and production director, The Virginian-Pilot and The Ledger Star, Virginia Beach; **John Irvin,** operations director, St. Petersburg Times; **Kathleen Hanley,** assistant production manager, Times Journal Co., Springfield, Va.; **Robert R. Rowell,** vice president/operations, Press-Telegram, Long Beach, Calif.

• *Workshop II:* Graphic Enhancement Systems

Moderator: **H. Philip Nesbitt Jr.,** graphics director, The Record, Hackensack, N.J.

Panelists: **David B. Gray,** managing editor/graphics, The Providence Journal and The Evening Bulletin; **Timothy W. Lasker,** editorial systems manager, Newsday, Long Island, N.Y.; **Craig D. Wells,** production director, Daily Camera, Boulder, Colo.

• *Workshop III:* Voice Recognition and Artificial Intelligence

Moderator: **James J. Rogers,** business manager and director of production, Oregonian Publishing Co., Portland

Panelists: **Peter V. Pennisi,** director of marketing, Knowledge Systems, Unisys Corp., Blue Bell, Pa.; **Morton S. Balban,** advanced products manager, graphic systems division, Goss Products, Rockwell International, Chicago; **Harry M. McHugh,** marketing and sales director, AT&T Conversant Systems, Columbus, Ohio

And on June 7, for the third straight year, **presstime** will sponsor a Fun Run in connection with the event. It will start and end at the convention center, beginning at 7:30 a.m. Runners, joggers and walkers are invited to sign up between 9 a.m. and 5:30 p.m. June 6 in the Rotunda lobby. Trophies will be awarded to the top finishers in the men's and women's divisions, and all who complete the two-mile course will receive a **presstime** T-shirt commemorating the event and ANPA's 100th anniversary. A continental breakfast will be served to participants. ☐

Press clean-up gives more time for planning

What does a newspaper do with a 26-year old press—originally designed for 60-inch web and stereoplate printing—that looks like it went through World War II but still works like an old Army mule?

For Production Director Gene Rosenberger and his press crew at the Bucks County Courier Times in Levittown, Pa., the answer was to return the presses to an almost new look and therefore get more time to study long-range press options.

The first order of business was to shape up the pressroom. The walls, floors and ceiling were cleaned and painted by an outside firm. Then work started on the presses.

Units were painted one at a time—the reel room section followed by the upstairs portion. The Courier Times publishes every day except Saturday, and painting was done on Friday morning to obtain maximum drying time prior to the next run. On the day before a unit got its fresh coat of paint, the press crew cleaned and sanded it.

"When we originally decided to paint the press, we obtained a few outside bids for the job, and the price curled my hair," Rosenberger said. The press crew directed by Al Farrell, press and plateroom superintendent, volunteered to provide the labor for the paint job.

By doing the job with its own personnel, the newspaper held the cost to less than $300 per unit. Only three and a half hours of overtime were involved in the nine months of refurbishing.

Detergent and water clean the press easily now and in half as much time, Rosenberger said. Potent solvents were found to be unnecessary.

The newspaper also called in George R. Hall Contracting to "tell us what we should do to make our ink train and rollers stop throwing ink and make the workplace safer, cleaner, healthier and less expensive to maintain," Rosenberger said.

The Courier Times is still waiting to see what happens in the press marketplace now occupied by two printing processes—offset and flexography. But it's doing so in a much cleaner and safer atmosphere. ☐

Editor's note: This story was submitted in response to ANPA Technical Committtee requests for innovative technical ideas. Send submissions to Dawn D. Murphy, Technical Services Department, The Newspaper Center, Reston, Va.

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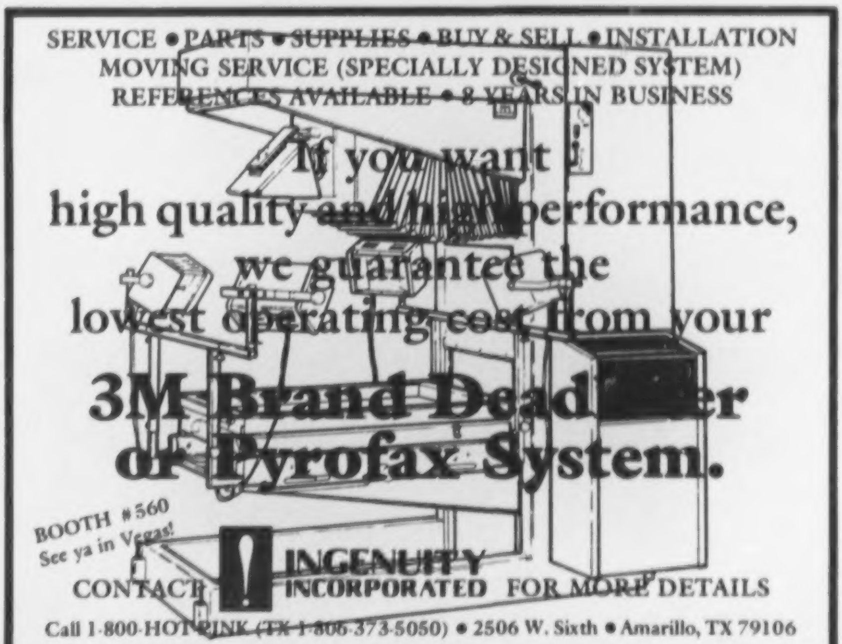

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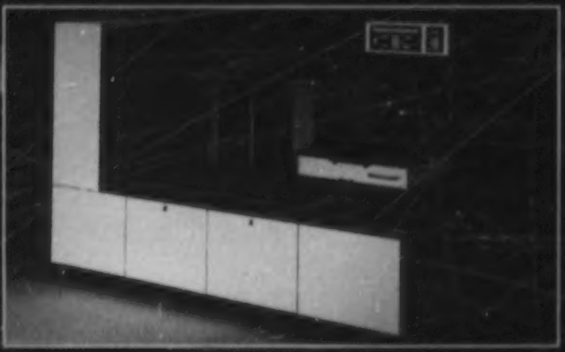

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TECHNOLOGY NOTES

- CText Inc. has acquired **North American marketing rights** for Archetype Inc.'s newspaper pagination equipment, including ADept, a display-advertising makeup terminal that will be introduced at ANPA/TEC '87.

The companies will jointly develop editorial and advertising hardware and software for newspapers.

- Crosfield Data Systems has **curtailed its research and development into "artificial intelligence."**

James D. Salmon, president and chief executive officer, said hardware costs and software maintenance costs "were such that they were unlikely to provide any tangible cost benefit" to the technology's use "in the foreseeable future."

Crosfield Data will devote its resources to other technologies, he said, including the continuing use of personal computers in the company's larger editorial and classified systems.

- A **new reference work,** *The Desktop Publishing System Comparison Charts Book,* offers information on 48 systems. Copies are available for $25 each from Durbin Associates, 3711 Southwood Drive, Easton, Pa. 18042.

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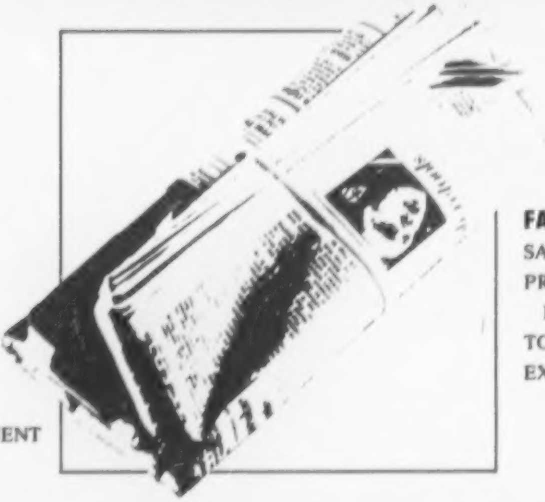

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Purchases of pressroom and computer equipment highlight billion-dollar spending plans

Newspapers participating in ANPA's annual survey of capital expenditures spent more than $1.1 billion on new buildings, plant expansions and equipment in 1986, the second time the reporting surpassed the billion-dollar figure.

Respondents also projected expenditures of $1.2 billion for this year. (See charts below.)

All 1,100 plants that print ANPA-member newspapers were sent copies of the survey, but the number of respondents—434—was down from 475 last year [**presstime**, June 1986, p. 86]. Year-to-year comparisons should take into account the fluctuating sample of newspapers, said Peter P. Romano, ANPA director/technical services.

In 1986, the 422 U.S. and 12 Canadian responding plants spent $475 million for building expansion and modernization, including additions, land and new facilities. This compared with $363 million in 1985. Projections are for 1987 expenditures of $344 million.

New equipment purchases totaled $661 million in 1986 (virtually unchanged from 1985), and they are projected at $907 million this year.

Expenditures for telecommunications equipment (excluding telephones and radio systems) are declining—from $9 million in 1985 to $6 million in 1986 and a projected $3 million this year.

The survey also revealed:

- The pressroom remains the area of the greatest amount of spending by U.S. and Canadian newspapers. Last year, pressroom expenditures totaled $240 million, up from $227 million a year earlier. And this year, $334 million in pressroom equipment is expected to be purchased.
- Newspapers continue to spend heavily in the post-press production area. In 1986, $97.3 million was spent on mailroom equipment (about the same as the year before), and responding newspapers project expenditures of $115 million this year.
- Expenditures for front-end computer systems for editorial, classified and advertising use also continue to rise. Last year, $100.2 million was spent, up from $88.5 million in 1985. The estimate for 1987 is $173 million.
- Newspapers spent $12.9 million on energy, power and security management systems in 1986. That was nearly three times the amount ($4.5 million) spent in 1985. This year, the total is expected to be $18.6 million.
- There was a steep decrease in the amount spent on new office furniture and office equipment last year—from $40 million in 1985 to $25.6 million. This year, $28.4 million is expected in this category of spending.
- Purchases of commercial and job printing equipment, which some newspapers have used in recent years to generate additional income, have declined sharply in the past two years and apparently will continue. In 1986, U.S. and Canadian newspapers spent $5 million in that category, down from $9.9 million in 1985. For this year, expenditures are projected at $3.7 million.
- Composing room expenditures were $22.2 million in 1985 and $15.7 million in 1986. This year's estimate is $37 million.

The ANPA questionnaire asked newspapers to list expenditures in 22 categories in an attempt to obtain as specific information as posssible. However, newspapers placed a variety of items in the final category—"other"—ranging from mowing equipment to an airplane. □

Chart 1—1987 Estimates

Newspaper Plants Participating[1]	U.S. 422	Canada 12	Totals 434
Plant Expansion and Modernization			
New building	$156,385,161	0	$156,385,161
Addition to existing building and/or satellite building	66,186,454	$ 713,453	66,899,907
Modernization of existing building	71,267,859	2,288,127	73,555,986
Additional land, parking, garage	47,198,640	4,491	47,203,131
Subtotal	$341,038,114	$3,006,071	$344,044,185
Telecommunications	3,080,697	0	3,080,697
New Equipment			
Computers (hardware and software)			
Front-end systems—editorial, classified, advertising	$ 171,820,267	$ 1,084,142	$172,904,409
Business—accounting, circulation	36,380,309	1,012,672	37,392,981
Personal computers	8,744,548	161,344	8,905,892
Library systems	8,164,752	61,748	8,226,500
Composing room	36,161,707	807,635	36,969,342
Camera—platemaking, editorial photo department	20,927,831	262,260	21,190,091
Color scanners and color separation equipment	16,670,020	166,392	16,836,412
Pressroom	333,235,753	678,518	333,914,271
Mailroom	113,094,355	1,895,958	114,990,313
Newsprint handling and warehouse equipment	23,530,396	544,797	24,075,193
Energy, power and security management systems	18,511,439	45,546	18,556,985
New telephone and radio systems	19,326,208	3,891	19,330,099
Transportation—automobiles and trucks	36,574,549	205,404	36,779,953
New furniture and office equipment	28,323,832	152,004	28,475,836
Newspaper vending machines	8,362,076	999,517	9,361,593
Commercial or job printing equipment	3,509,997	119,760	3,629,757
Other	15,327,757	123,428	15,451,185
Subtotal	$898,665,796	$8,325,016	$906,990,812
Estimated Total Outlays	$1,242,784,607	$11,331,087	$1,254,115,694

Chart 2—1986 Expenditures

Newspaper Plants Participating[1]	U.S. 422	Canada 12	Totals 434
Plant Expansion and Modernization			
New building	$186,892,616	0	$186,892,616
Addition to existing building and/or satellite building	144,033,158	$ 323,841	144,356,999
Modernization of existing building	95,194,330	748,421	95,942,751
Additional land, parking, garage	47,233,827	92,104	47,325,931
Subtotal	$473,353,931	$1,164,366	$474,518,297
Telecommunications	5,991,512	4,491	5,996,003
New Equipment			
Computers (hardware and software)			
Front-end systems—editorial, classified, advertising	$ 98,203,540	$ 2,022,058	$100,225,598
Business—accounting, circulation	32,369,918	615,054	32,984,972
Personal computers	7,234,565	149,695	7,384,260
Library systems	5,114,324	96,893	5,212,217
Composing room	15,508,411	240,550	15,748,961
Camera—platemaking, editorial photo department	17,951,355	1,141,299	19,092,654
Color scanners and color separation equipment	12,319,569	243,810	12,563,379
Pressroom	238,600,097	1,384,939	239,985,036
Mailroom	96,944,486	337,644	97,282,130
Newsprint handling and warehouse equipment	18,284,381	1,001,641	19,286,022
Energy, power and security management systems	12,869,319	48,041	12,917,360
New telephone and radio systems	12,897,954	16,288	12,914,242
Transportation—automobiles and trucks	32,123,362	466,033	32,589,395
New furniture and office equipment	25,160,578	473,690	25,634,268
Newspaper vending machines	8,737,384	490,667	9,228,061
Commercial or job printing equipment	4,929,605	123,503	5,053,108
Other	12,796,756	18,864	12,815,620
Subtotal	$652,045,604	$8,870,669	$660,917,273
Total Outlays	$1,131,391,047	$10,039,526	$1,141,4[illegible]1,573

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[1] Figures represent only those ANPA-member plants reporting and not all daily newspapers.

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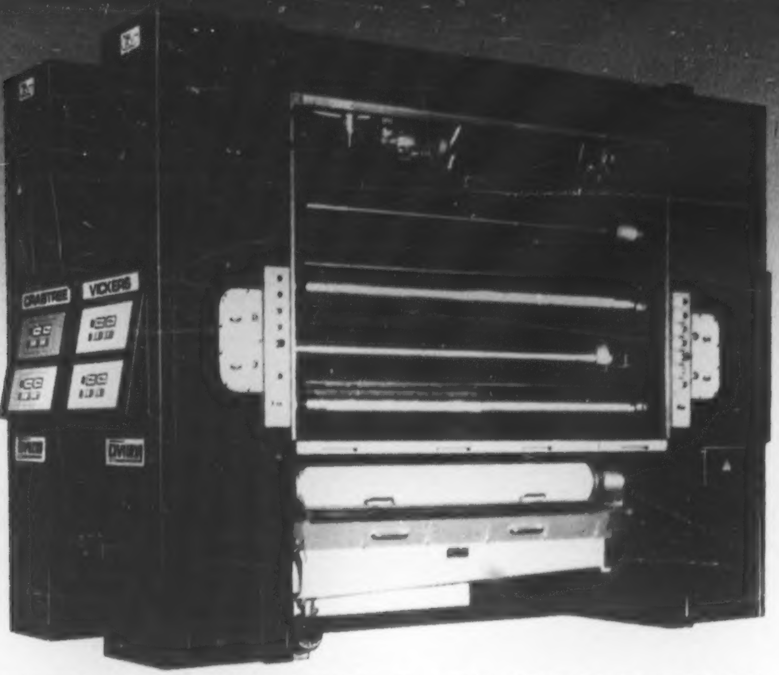

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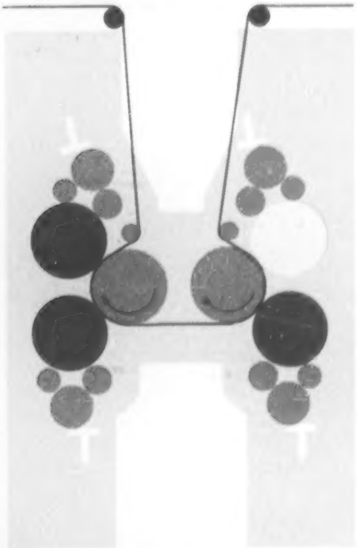

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Hints on what to do, and what not to do, can help newspapers in planning new facilities

Newspapers are in a building boom these days, replacing their cramped, antiquated plants with larger, more efficient facilities.

As executives of such newspapers soon discover, plant expansion presents an array of challenges, from maintaining certain temperature and humidity levels for newsprint to planning for future growth [**presstime**, Feb. 1987, p. 8].

William D. Rinehart, ANPA vice president/technical, said ANPA has compiled a list of suggestions regarding newspaper plant design and construction. The information also may prove useful to newspapers with no current plans to leave existing plants, he said.

Following are the pointers on what to do and what not to do:

Newsprint and preprint storage areas

These areas should be heated to at least 60 degrees Fahrenheit. It takes weeks for heat to penetrate to the center of cold newsprint rolls, and below-temperature rolls are a disaster to run on the press.

There's little to be gained by adding humidity to a newsprint storage room, however, because moisture will not penetrate the wrapped rolls.

(Humidifiers are recommended for the pressroom and mailroom, however, because unwrapped paper benefits from moisture in the air.)

Sprinklers are strongly recommended. It is important that the sprinkler lines and heads are installed as high as possible, tight to the ceiling, to avoid knocking off the sprinkler heads when fork lifts are in use. During construction, a check should be made to ensure that plumbers are doing the job properly.

Storage rooms with sprinklers should be crisscrossed with multiple drains. They can be topped with perforated, iron covers. The pattern of the drains can be such that a sprinkler is at the center of the crisscross. The purpose of the drains, of course, is to protect the stored materials except in an area of a discharging sprinker.

If possible, the storage area should be designed with smoke- and heat-release doors located in the roof. These look like old-fashioned, exterior doors to a cellar. They spring open when heat of a fire melts low-temperature spring links and thus reduce the heat of the fire and the chance of its spreading.

Sprinklers should be connected to an automatic calling system so that once they are activated, the nearest fire department would be alerted.

Press and post-press

Always plan for expansion. The new plant should be configured so that the pressroom, mailroom and loading dock can be expanded someday without disrupting everyday operations.

Expansion plans should be such that no original structural columns, plumbing, electrical, duct work, etc., would require relocation to permit expansion. It also is advisable to build the original structure with bolted exterior wall sections in the pressroom and mailroom. These sections can be easily removed to permit the movement of large equipment in or out of the building. They also can be reassembled to form the outside wall of an expanded facility.

The future expansion of the press also should be taken into account. An expanded foundation can be provided in the initial construction; or the exterior end of the foundation can be of a "step-down" design, whereby a "step" joint can lock an expanded foundation to the existing foundation.

Unwrapped paper can lose or gain moisture in seconds. The pressroom and mailroom area heating systems should be designed so that a relative humidity of at least 45 percent can be maintained. Dry air results in abnormal problems with pressroom and mailroom eqipment.

Other considerations

Careful consideration should be given to fire hazards plant-wide.

It is recommended that computer areas be protected with a Halon fire-extinguishing system.

To facilitate movement of firefighting equipment, double doors should be provided from hallways into all production work areas. In some areas, large roll-up fire doors can be installed.

Newsprint and even presses burn. Replacement newsprint is almost always quickly available; presses, however, are not. Consequently, it is best that newsprint not be stored in proximity to presses. If newsprint rolls are kept in an adjacent location, the room should be equipped with heat-release fire doors to isolate it from the pressroom in the event of a fire.

It can be advantageous to build a small, separate building to store waste matter or other material that could be considered flammable or hazardous. Such a building usually does not need heat or light.

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along a track should be designed carefully, so that the rolls, when turning, won't hit building or press columns.

If the facility is to be located in an adverse weather area, an under-surface pipe system of glycol-based heaters can be installed to keep truck areas clear of ice and snow.

Steps should be taken to accommodate a satellite dish. If it's going to be placed on the roof, a steel platform should be provided with 110-volt power connections beneath and a conduit to carry cables from the dish into the plant.

Newsrooms are always subject to change of equipment—telephones, VDTs, picture receivers, etc. Consequently, it makes sense to design this area with a floor that is elevated 6 to 12 inches and has removable squares. This facilitates hooking up electronic equipment and eliminates cords on the floor.

If economically feasible, two separate power feeds should be provided from the electric utility. This is to try to avoid blackouts caused externally. ☐

Labor, technology issues get Las Vegas forum

The fifth annual ANPA Labor Relations and Technology Seminar June 5-6 in Las Vegas has attracted more than 40 registrants, a sizable increase over the 24 who attended the 1986 meeting. The seminar is held in conjunction with ANPA's annual trade show, ANPA/TEC '87.

During the two-day session, newspaper executives will examine a number of issues, including the impact of technology on production personnel and on white-collar workers, ergonomics, pagination work assignments, and jurisdictional disputes.

For more information, contact Mary Sepucha of the Association's Human Resources Department at The Newspaper Center, Reston, Va. ☐

Ferag makes rebate to Philadelphia dailies

An agreement reached between Philadelphia Newspapers Inc. and Ferag Inc. provides for a partial rebate on an $18-million installation of inserting equipment in the mailroom of The Philadelphia Inquirer and Philadelphia Daily News.

The amount of the rebate was not disclosed.

The inserting equipment did not meet PNI's expectations in handling 128-page newspapers [**presstime**, April 1987, p. 64]. ☐

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This sequence of photos shows a Chemetron carbon dioxide fire suppression system at work protecting a press line in a newspaper printing plant. Within minutes of the end of discharge, production can resume because there is no mess, no clean-up, and no damage to equipment by carbon dioxide. Imagine the problems created if a sprinkler system were to activate on your press line.

Multiple hazards, the potential for serious loss

There are a number of areas in printing plants which are potential sources of fire, such as ink and paper storage areas, composing rooms and the bindery. But perhaps nowhere else in the printing plant is the potential for fire greater, and the result more crippling, than in the pressroom, the heart of the newspaper operation.

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Lengthy shutdowns can spell financial disaster for the newspaper industry. That's why pressroom equipment requires fire protection that is immediate, effective and causes a minimum of disruption.

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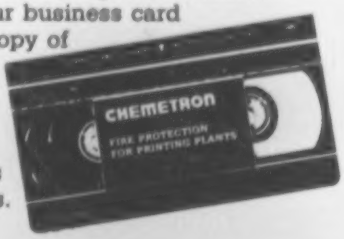

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Transportation

Rail strike possible in Canada

A Canadian railroad strike could occur this month if negotiations over a new two-year labor agreement are unsuccessful.

Railroad employees in Canada have worked without contracts since Dec. 31. Talks in late May were in a conciliation stage involving a Canadian government labor-relations officer.

Canadian National Railways and Canadian Pacific Rail have asked for a 5-percent rollback in the wages of hourly and clerical workers, retroactive to Jan. 1.

They also want employees to contribute 50 percent of the cost of health and certain other benefit plans now funded entirely by the railroads. ☐

ICC approves boxcar plan

The Interstate Commerce Commission has approved an arrangement to make railroad boxcars more easily available for shipping pulp and paper. The ruling took effect in May, and mills should have access to the new system by mid-June.

The ICC ruling will allow a central management company to coordinate use of boxcars that might otherwise make return trips empty. Most of these cars in question are specially designed for shipping pulp and paper. ☐

Conrail stock goes on sale

Nearly 59 million shares of Conrail stock have gone on sale, with the price in late May about $32.40 per share.

The offering is expected to raise $1.65 billion for the government's 85-percent share in Conrail. Current and former employees own the remaining 15 percent [**presstime**, April 1987, p. 70]. ☐

Claims guide available

A "Telephone Claims Guide" that can be used as an aid in processing loss and damage claims for freight moved by truck is available through the National Freight Claim & Security Council of the American Trucking Associations.

Cost is $15 for orders of one to five copies. Write the council at 2200 Mill Road, Alexandria, Va. 22314. ☐

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Hearst pays more for Houston Chronicle; Cowles enters Southwest

The Hearst Corp. completed its acquisition of the Houston Chronicle by agreeing to pay an additional $15 million in promissory notes. The agreement brings the total purchase price to $115 million in notes and $300 million in cash.

Hearst also agreed to raise the interest on the notes from 5 percent to 7 percent, following negotiations with Texas Attorney General Jim A. Mattox, who had authority to review purchase of the Chronicle from the Houston Endowment, one of the largest charitable foundations in Texas.

If Mattox had not approved of the sale, he could have filed suit to stop it because the state regulates charitable trusts.

William Dean Singleton, owner of the Dallas Times Herald and other newspapers, had said the endowment had rejected his higher cash bids of $500 million and $415 million [**presstime**, April 1987, p. 75].

According to the president of the Houston Endowment, J.H. Creekmore, the letter of intent to sell to Hearst for $400 million already had been signed when Singleton's $415-million bid came in. He also called Hearst's the "highest credible offer at that time."

At Hearst, President and Chief Executive Officer Frank A. Bennack Jr. said, "We believe our original offer was full and fair. . . . We agreed to the increase . . . so that this purchase can be completed without further delay and upon a basis which satisfies everyone involved."

BUSINESS ROUND-UP

In other recent business developments of concern to newspapers:

- **Cowles Media Co.** of Minneapolis expanded into the Southwest by agreeing to purchase the Scottsdale (Ariz.) Progress (evening, circulation 20,600) from the Jonathan Marshall family. Terms of the sale were not disclosed. Scottsdale is an affluent suburb of Phoenix.
- **Knight-Ridder Inc.** sold three small Mississippi papers, two dailies and one weekly, to Morris Newspapers Corp. of Savannah, Ga., for an undisclosed price. The dailies are the Daily Times-Leader of West Point (evening, 4,284) and the Starkville Daily News (morning, 8,314). They and the weekly Webster Progress-Times of Eupora were part of Knight-Ridder's acquisition last year of the State-Record Co. of Columbia, S.C.
- The estate of the late **Samuel I. Newhouse** is seeking to settle its $600-million estate tax dispute with the Internal Revenue Service by the fall, following the IRS' withdrawal of its demand for a civil fraud penalty.
- **Le Matin,** which entered the crowded Montreal market as the city's fifth daily last February, shut down in April after publishing 38 issues. Circulation was less than 20,000, far below the owners' expectations. ☐

Sunday circulation figures changed

Preliminary figures on Sunday newspaper circulation in ANPA's "Facts About Newspapers '87" were incorrect. The final total of 1986 Sunday newspaper circulation is 58,924,518, not the 61,515,214 reported on page 3 of the report.

Editor & Publisher Co., which provided the figures, attributed the discrepancy to several instances of duplicative circulation figures submitted by two or more newspapers that share a single Sunday edition. Its 1987 yearbook contains the final, corrected figures.

The revised figure means that Sunday circulation rose over the previous year by 98,540 copies, or .17 percent, rather than almost 2.7 million, or 4.6 percent, as previously reported [**presstime**, May 1987, p. 124]. ☐

Recent acquisitions

Dirk Ippen of West Germany acquired full ownership of the Eagle Times, Claremont, N.H., daily circulation 10,023, from Ursula Ingersoll of Lakeville, Conn.

The family of John Costello Sr. of Lowell, Mass., acquired 100-percent ownership of The Lowell Sun, daily circulation 55,247.

Sotex Newspapers Inc., an affiliate of MediaNews Group of Dallas, acquired majority ownership of Sun Publishing Corp. of Hobbs, N.M., publisher of the Hobbs Daily News-Sun, circulation 9,974.

Thomson Newspapers Inc. of Des Plaines, Ill., acquired the Worthington (Minn.) Daily Globe, circulation 15,281, from Midwest Newspapers Inc. of Ames, Iowa.

Mid-Iowan Newspaper Group Inc. of Charles City, Iowa, acquired the Charles City Press, daily circulation 3,646, from Mid-America Publishing Corp. of Des Moines. ☐

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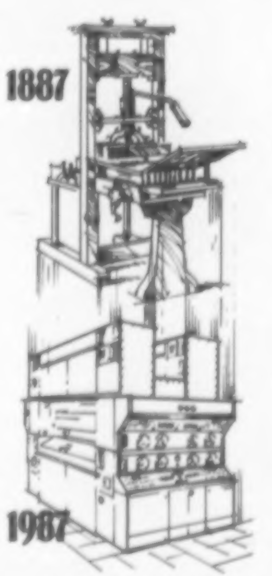
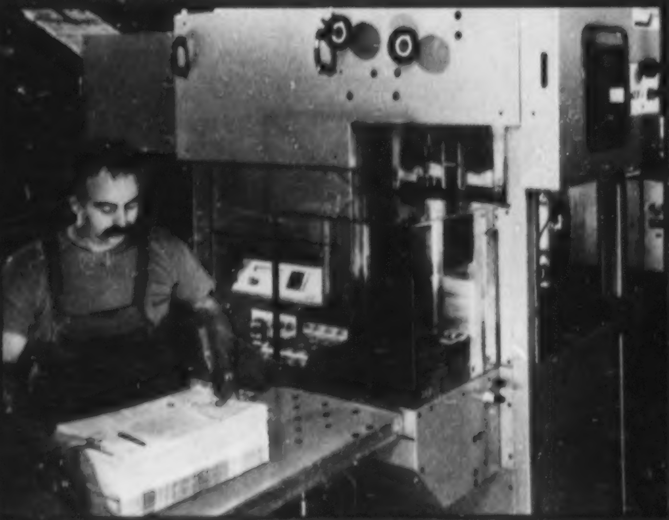
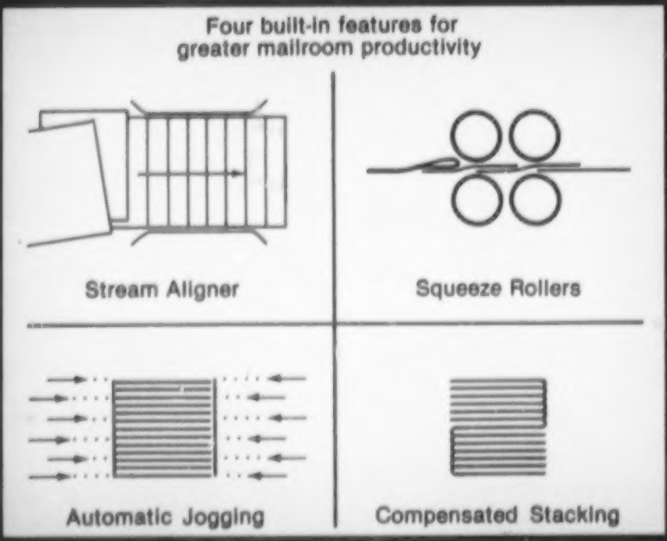


Mailroom Supervisor's Dream

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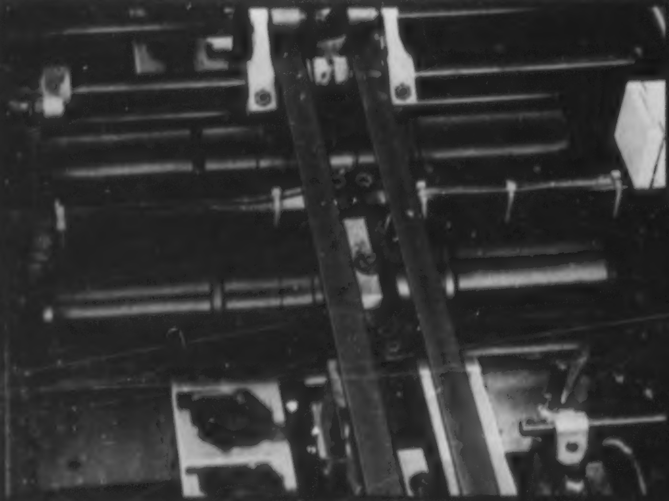

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Analysts get positive forecasts for newspapers

Newspaper executives and analysts alike are optimistic about the earnings potential of newspaper companies through 1987, despite rough spots in markets with ailing local economies.

And the prognosis for 1988 is as good or better, according to newspaper executives addressing the 16th annual Morton Forum, in New York City May 7-8 immediately after the ANPA Convention.

Executives of the 15 publicly held newspaper companies tracked by analyst John Morton and his Morton Research team at the firm Lynch, Jones & Ryan in Washington, D.C., made presentations to about 100 analysts and institutional investors.

The forum and meetings such as PaineWebber Group Inc.'s annual Outlook for the Media conference help the financial world assess what the future holds for newspapers financially and gives analysts a chance for a personal exchange with the management of newspaper companies whose stock is publicly traded.

Recurrent questions from the floor concerned the impact of newsprint price hikes, the Florida ad tax (see story, p. 82), and current softness in national advertising.

Newspaper stock analysts also were interested in acquisition strategies, capital investment plans and ad rate and circulation price increases.

The current year "will be another good year, although we don't expect spectacular gains as last year," said William O. Taylor, chairman of Affiliated Publications Inc. and publisher of The Boston Globe. Like many other companies, Affiliated cited some circulation erosion. But it said the trend should be reversed through improved color, more promotion and new sections.

For The Times Mirror Co., executives gave an assessment that, in its emphasis on the different economic climates around the country, was typical of those of several other companies with scattered newspaper properties. This year should be "splendid" for the Los Angeles Times, said Times Publisher Tom Johnson.

And Eastern Times Mirror newspapers should have strong gains based on the "unusual prosperity" in their markets, said Group Vice President Peter C. Goldmark Jr. But The Denver Post has "a mixed outlook, at best," Johnson said, with advertising "very sluggish" because of a lackluster local economy.

On the acquisition front, executives of many companies said they are looking for newspapers to buy but are finding the prices beyond what they're willing to pay, prompting one analyst to ask whether prices are "so high as to be prohibitive."

Walter E. Mattson, president of The New York Times Co., said, "In recent months, we went after two newspapers. We stood up at the plate and took a mighty swing and missed the ball altogether. Prices are very high indeed."

Undaunted, Gannett Co. is eyeing newspapers with more than 20,000 circulation. "There are about 230 left that Gannett can acquire, so we think there's plenty of room," said Douglas H. McCorkindale, vice chaiman and chief financial officer. ☐

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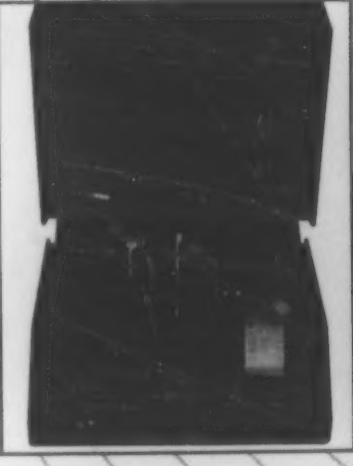

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Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Strategic Planning and Newspapers
ANPA Chairman and President George W. Wilson, president, Concord (N.H.) Monitor. International Newspaper Financial Executives spring conference, Marco Island, Fla., May 11

The Future of Newspapers—Changes and Choices
Allen H. Neuharth, chairman, Gannett Co., Arlington, Va. Downtown Atlanta Rotary Club meeting, March 16

1986: A Year to Remember for Times Mirror
Robert F. Erburu, chairman and chief executive officer, The Times Mirror Co. Annual shareholders meeting, Los Angeles, April 29

Major Challenges for Newspapers in the 1990s
Gary L. Watson, president/Community Newspaper Division, Gannett Co., Arlington, Va. The Poynter Institute Management Development Seminar, St. Petersburg, Feb. 8

The Economics of Newspapers: What Is Happening and What It Means
Michael G. Gartner, editor, The Courier-Journal, Louisville. The Changing Economics of News conference sponsored by the Gannett Center for Media Studies, New York City, April 28

How the Abuse of Press Freedom Threatens Human Rights
Alejandro Miro Quesada Garland, president, Inter American Press Association, and president, El Comercio, Lima, Peru. Statement before the United Nations Commission on Human Rights, Geneva, March 4

Low-paying Service Work Is a Myth
U.S. Secretary of Labor William E. Brock. National Press Club luncheon, Washington, D.C., March 5. (Or see May 1, 1987, Vital Speeches of the Day, 389 Highway 17 By-Pass, Mount Pleasant, S.C. 29464.)

Fortune and Misfortune in the Agency Business
Leonard S. Matthews, president, American Association of Advertising Agencies. AAAA annual meeting, Boca Raton, Fla., March 25-28

A Canadian Newsprint Company in an International Arena
Bernd K. Koken, chairman and chief executive officer, Abitibi-Price Inc., Toronto. Annual shareholders meeting, Toronto, April 27

From the Newspaper Purchasing Management Association annual conference, Baltimore, April 12-15:

Professional Development of Management and Staff
Dennis J. Fox, general services manager, The Seattle Times

Capital Spending
Kari Lopez, puchasing agent, St. Petersburg Times

A Newsprint Forecast
Harold Wolfe, office manager, The Blade, Toledo

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ANPA *Calendar*

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Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Omni Georgetown Hotel, Washington, D.C., June 1-3

ANPA Labor Relations and Technology Seminar
Las Vegas Convention Center, Las Vegas, June 5-6

ANPA/TEC '87
Las Vegas Convention Center, June 6-10

ANPA Executive Committee meeting
Las Vegas Convention Center, June 8

Strategic Planning Seminar sponsored by ANPA and the International Newspaper Marketing Association
The Houstonian, Houston, June 14-18

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., June 22-26

JULY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., July 6-10

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., July 20-24

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
San Antonio, July 31

AUGUST

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 3-7

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 17-21

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Aug. 24-28

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Aug. 25

Libel Symposium sponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center
Westin Hotel, Denver, Aug. 27-28

SEPTEMBER

ANPA Technical Committee and ANPA/TEC '88 Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 2-3

ANPA Board of Directors meeting
J.W. Marriott Hotel, Washington, D.C., and The Newspaper Center, Reston, Va., Sept. 9-10

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 14-18

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Marriott Inner Harbor, Baltimore, Sept. 16-19

ANPA Management Development Workshop
Hyatt Regency Austin, Sept. 21-24

ANPA Government Affairs Committee meeting
Capital Hilton, Washington, D.C., Sept. 22-23

ANPA Circulation and Readership Committee meeting
Grand Hotel, Washington, D.C., Sept. 23-24

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Sept. 28-Oct. 2

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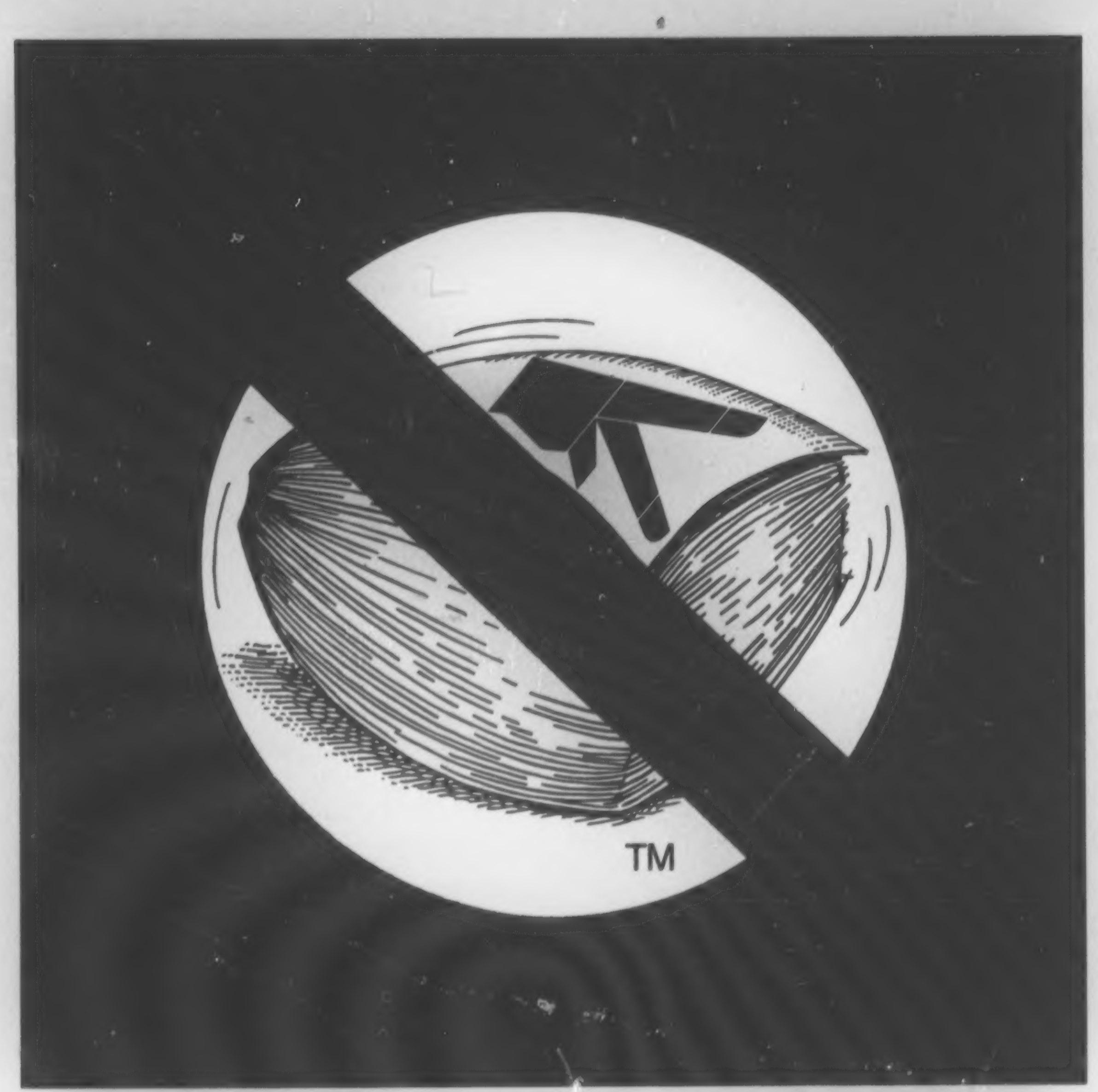

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See the Express at ANPA/Tec '87, Booth 2502

Wilson names committee leaders

Newly elected ANPA Chairman and President George W. Wilson of the Concord (N.H.) Monitor has appointed the leadership of the Association's standing and special committees for one-year terms. Chairmen and vice chairmen, respectively, are:

***ANPA/TEC '88 Arrangements**—Homer Taylor, Knight-Ridder Inc., Miami; Eugene Bell, Chicago Tribune Co.

Circulation and Readership—John R. Harrison, The New York Times Co.; Antonio Luis Ferre, El Nuevo Dia, San Juan, Puerto Rico

Convention Arrangements—John J. Curley, Gannett Co., Arlington, Va.; Charles T. Brumback, Chicago Tribune Co.

Government Affairs—Charles S. Rowe, The Free Lance-Star, Fredericksburg, Va.; Ray Shaw, Dow Jones & Co., New York

Human Resources—Joseph F. Barletta Jr., Freedom Newspapers, Irvine, Calif.; Madelyn P. Jennings, Gannett Co., Arlington, Va.

Legal Affairs—Katharine P. Darrow, The New York Times Co.; James D. Spaniolo, Detroit Free Press

Newsprint—James M. Moroney Jr., A.H. Belo Corp.; Michael E. Ryan, The New York Times Co.

Postal—Sandra C. Hardy, Calkins Newspapers, Levittown, Pa.; Gregg K. Jones, The Greeneville (Tenn.) Sun

presstime Advisory—Burl Osborne, The Dallas Morning News; Tom J. Hardin, Alexandria (La.) Daily Town Talk

Technical—Gene McDavid, Houston Chronicle; Joe Hladky, The Gazette Co., Cedar Rapids, Iowa

Telecommunications—Robert M. Johnson, Newsday, Long Island, N.Y.; Thomas Pace, Dow Jones & Co., Princeton, N.J.

Diversity Task Force—Uzal H. Martz Jr., Pottsville (Pa.) Republican

Dues and Fees Study Group—Frank A. Bennack Jr., The Hearst Corp., New York

Membership—John G. Montgomery, Montgomery Publications Inc., Junction City, Kan.

Audit—Edward W. Estlow, Scripps Howard, Denver

Employee Pension Plan Trustees—Robert F. Erburu, The Times Mirror Co., Los Angeles

Executive—George W. Wilson, Concord Monitor

Membership Survey Task Force—Lloyd G. Schermer, Lee Enterprises Inc., Davenport, Iowa

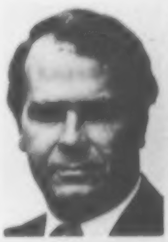
Nominating—Alvah H. Chapman Jr., Knight-Ridder Inc., Miami

ANPA chairmen or vice chairmen on panels operated jointly with other associations are:

ANPA/American Bar Association Task Force—Katharine P. Darrow, co-chairman

ANPA/Newspaper Advertising Bureau Audit Bureau of Circulations Liaison Committee—Edward W. Estlow, chairman

Joint Standing Committee of ANPA/Canadian Pulp and Paper Association Technical Section—Gene Falk, San Jose Mercury News, vice chairman


Taylor

Harrison

Curley

Rowe

Barletta

Darrow

Moroney

Hardy

Osborne

McDavid

Johnson

Martz

Bennack

Montgomery

Estlow

Erburu

Wilson

Schermer

Chapman

Falk

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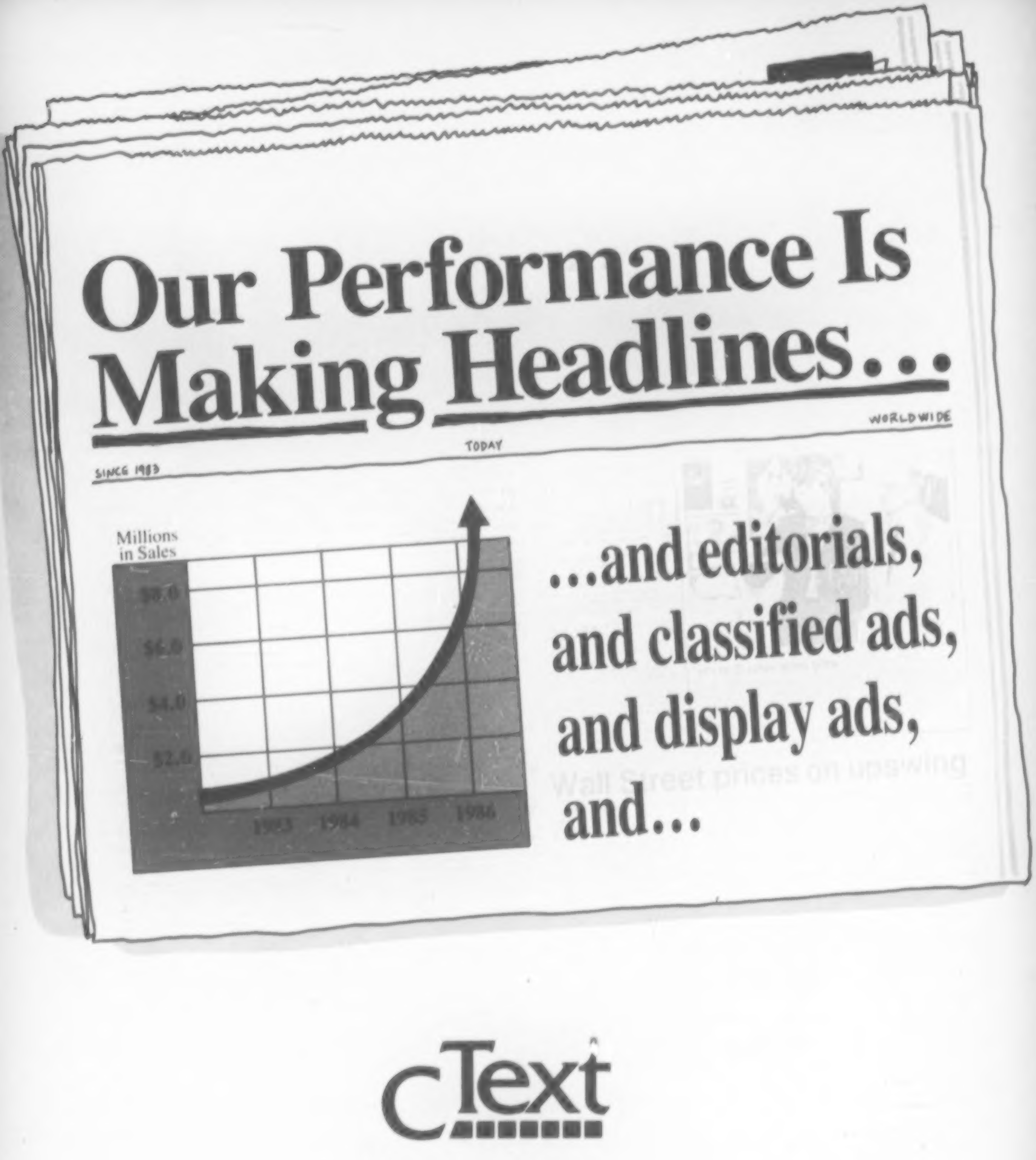
*Appointments take effect following ANPA/TEC '87 June 6-10 in Las Vegas. All other appointments took effect May 6 at the end of the New York City Convention.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ANPA News

Stark promoted; five others named ANPA and Foundation managers

ANPA Foundation has named a new assistant director and three new department managers, and ANPA has named two new department managers.

At the Foundation, Rosalind G. Stark was appointed assistant director. Stark joined the Foundation in 1984 as publications editor and will continue to be in charge of publications. She replaced Linda B. Skover, who resigned to pursue a graduate degree.

Betty Sullivan has joined the Foundation as manager/Newspaper in Education. Formerly curriculum services manager of USA Today, she received a master's degree from Columbia University Teachers College and bachelor's and master's degrees from the University of Mississippi.

Terri Dickerson-Jones, formerly minority projects coordinator, was named manager/minority affairs. And Carolyn Ebel Chandler, formerly literacy project coordinator, was named manager/literacy programs.

Michael J. Genick will become ANPA manager/meetings and services July 1. Currently manager of membership services, Genick joined ANPA in 1966.

Genick will be assisted by Priscilla C. Shingleton, who was named meetings planner. Shingleton, an ANPA staff member since 1972, has worked on ANPA Convention arrangements in the office of Thomas C. Fichter, ANPA senior vice president.

Also effective July 1, Steven M. Smith will become ANPA manager/membership development. Smith joined ANPA in 1982 and currently is a member of the Association's environmental services staff. □

Rosalind G. Stark

Betty Sullivan

Terri Dickerson-Jones

Carolyn Ebel Chandler

Michael J. Genick

Steven M. Smith

Brumback elected Foundation chairman

Charles T. Brumback, president and chief executive officer of the Chicago Tribune Co., was elected chairman and president of ANPA Foundation at a May 6 meeting of the Foundation's Board of Trustees.

Sandra C. Hardy, vice president of Calkins Newspapers of Levittown, Pa., was elected vice chairman.

They will serve for one year.

ANPA's two newly elected directors were elected as trustees for two-year terms; two other directors were re-elected as trustees for additional two-year terms; and ANPA's four new officers were re-elected to one-year terms as trustees. The terms of 13 directors/trustees did not expire. In addition, ANPA's immediate past chairman and president, Alvah H. Chapman Jr., will serve a one-year term as a trustee. □

Charles T. Brumback

New member

SHOSHONE COUNTY
NEWS-PRESS

Kellogg, Idaho (circulation 5,600). Richard Budvarson, publisher.

"As journalists we have to be responsible to our communities and readers. As a photojournalist I have something important to communicate. People still believe the camera tells the truth, no matter how unpleasant. If I can make the reader embrace the subjects and feel with them, then attitudes and biases can change."

David Peterson
Staff Photographer
The Des Moines Register
A Gannett Newspaper
[illegible]
[illegible]

GANNETT

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Press manning gets a new look at Chicago Tribune

Cathy Cline selected April 1 as the day to assemble the Chicago Tribune's first all-women press crews, but she views the endeavor as much more than a lark.

Cline (right in photo at right, with press operator Pam Smith), a pressroom crew supervisor, organized nine women for the morning shift, which printed the Tempo and classified sections, and seven women who printed 112,000 newspapers for the next morning's "five-star final."

"The idea began as a fun thing, really, but I also thought it would be a good way to remind the gals they can do anything the guys can," says Cline. "It was also a way to give the gals a sense of togetherness."

She says she received a great deal of support from production managers at the newspaper as well as from other pressroom employees, male and female.

The idea of an all-woman crew occurred to Cline about eight years ago when she began her pressroom career at the St. Petersburg Times. However, there weren't enough women there to make it a reality, she says.

Things were different when Cline moved to the Tribune about a year ago and became the newspaper's first female crew supervisor. She found women in a variety of pressroom jobs, many of whom had been hired as replacements for striking pressmen. She normally supervises two women on her crew and invited women, including two other supervisors, from other shifts to join together on April Fools' Day.

The women wore blue T-shirts that read "April 1, 1987, ALL WOMAN press crew," and several whimsically tied pink ribbons to the presses and wore pink ribbons in their hair.

The project was such a success Cline plans to make it an annual event. "I wish things went that smoothly every day," she adds.

These two newspaper carriers were a mite upset by state's age limitation

Jennifer Urekew, 8, and Alicia Bail, 9, were miffed when they were dropped as newspaper carriers, and they told the Massachusetts House Committee on Commerce and Labor they thought they'd been wronged.

The girls had to stop delivering The Holyoke Transcript-Telegram after the state Department of Labor began enforcing a 1913 state law against hiring anyone under age 12.

After the girls' testimony April 22 (Jennifer is speaking in photo below), two legislators introduced bills to lower the allowable working age to 10 and to "grandfather" carriers working prior to 1987.

Urekew's route consisted of nine elderly customers. "It's easy," she says. Picking up her papers in mid-afternoon, she completes deliveries in 20 minutes.

Alicia Bail handled a 50-paper route in Chicopee. She also says it is a snap; the route is in an apartment building next door to her home.

Francis J. Smith, Transcript-Telegram circulation director, says someone apparently filed a complaint with the state. Smith, who says he was unaware of the law, had to dismiss 128 young carriers.

Newspaper numbers

20,236—number of people who have participated in American Press Institute seminars from its inception in 1946 through the end of May.

22—median number of headlines written per day by a copy editor on a normal work shift, according to a survey this year at an API News Editors and Copy Desk Chiefs Seminar.

33,901—number of members of The Newspaper Guild—an all-time high—recorded in the fiscal year ending March 31.

6,262—average circulation of a U.S. weekly newspaper in 1987.

In the media Americans trust

Americans trust the media on this side of the Atlantic significantly more than citizens of major European nations trust theirs.

A series of polls was conducted in April by Louis Harris International in five countries, asking about peoples' confidence in various national institutions.

Sixty-nine percent of Americans expressed confidence in the media, compared with about 47 percent in Spain and France, and 40 percent in Britain and West Germany.

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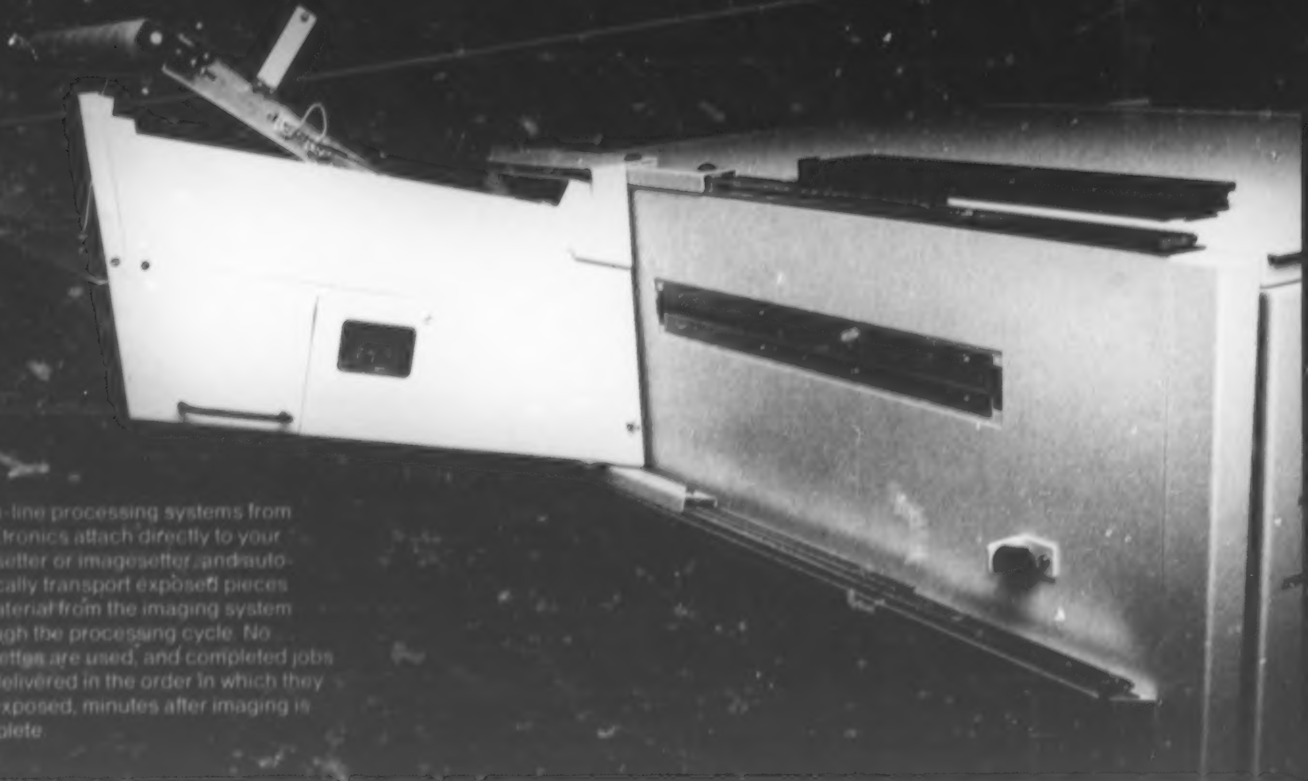

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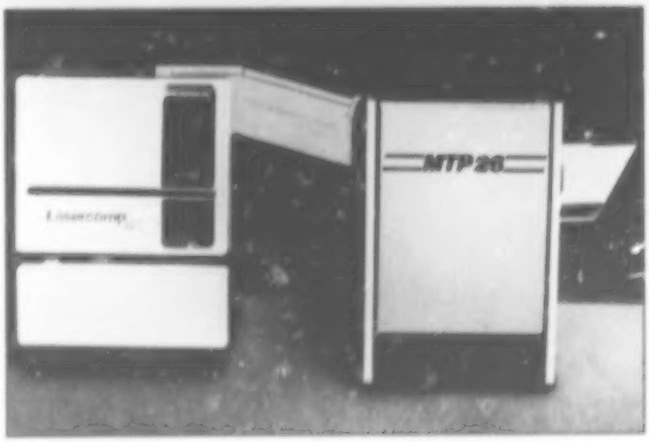

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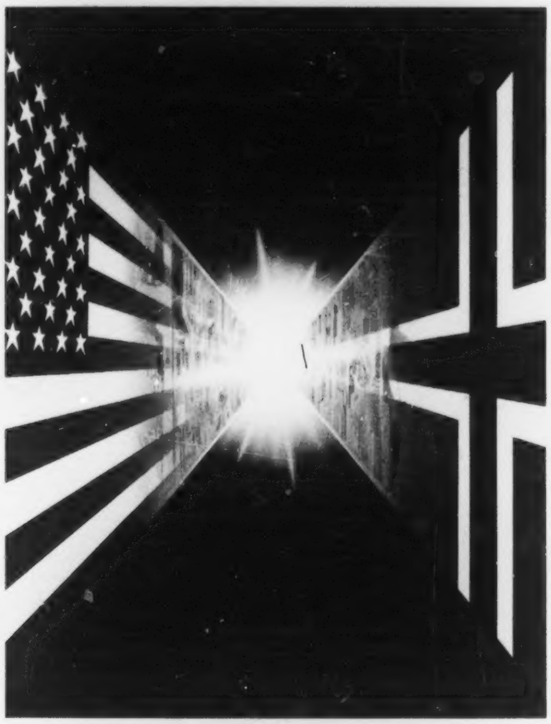

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